Snapped during the recording session at which they made the hit version of "Memories Of You". The Four Coins listen intently to last minute instructions from Marv Holzman, A&R head of Epic, while Danny Kessler (right), the boys' manager, looks on. The Four Coins' current disk for Epic is "The Song That God Sings" and "The Old Professor". The group is currently at the Copacabana in New York, and is scheduled to do the Perry Como show March 24 and play the Steel Pier in Atlantic City on Decoration Day.
THE ONLY SINGLE
from
one of
the
year’s
biggest
pictures

PICNIC
theme from the new Columbia Picture
BUDDY BREGMAN’S ORCH.
c/w RIVIERA 20/47-6471

A "New Orthophonic" High Fidelity Recording
the dealer's choice     RCA VICTOR
One of the most effective methods developed in the last few years to promote records has been the disk jockey hop. This is a dance sponsored by a local disk jockey featuring the records the kids love to dance to and usually attended by whatever record artists happen to be in the area. Such hops have sprung up all over the country and have been instrumental not only in promoting particular records, but also the artists themselves.

Naturally any exposure a record gets is helpful to its climb. A record obviously cannot be a hit unless it is heard and the more it is heard, the more chance it has. What disk jockey hops do is put the entire emphasis on recorded music, with the kids either dancing to their current favorites or listening to them with all their attention.

As for artists, record hops are very often the only means they have of being seen by the teenage public that buys so many of their records. In many towns and even cities of large size, there is no way for them to be seen unless they attend one of these dances.

And very often it is only through being seen that the excitement about them develops, because buyers can then visualize the artists when they are listening to their records.

One interesting development which these disk hops have helped foster has been a renewed interest in dancing. Only a few years ago, it was the lament of the music business that kids weren’t dancing anymore. And it was true because whenever you went to a public spot where dancing took place, it was always the people in their thirties and up who were doing the dancing. Today that situation has changed. Kids are not only dancing, but the rock and roll beat almost makes it impossible for them not to dance.

All in all, disk jockey hops have contributed their share to the development of the record business to the point it has reached today. They’ve placed the emphasis on records. They’ve encouraged the kids to dance again. And they have helped make recorded entertainment as respectable an item as any other form we have.
"LULLABY ON"

**Recorded by**

**THE BLUE STARS**
(French version)
on Mercury

**RAY ANTHONY**
Capitol

**PEE WEE HUNT**
Capitol

**ALICE BABS**
Rama

**MEL TORME**
Bethlehem

written and introduced by

**GEORGE SHEARING**
MGM

**VAN LYNN**
and his 45 Piece Orchestra
(Immunized)
DECCA

PATRICIA MUSIC PUB. CORP.
1619 Broadway
New York City 19, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
INTERNATIONAL HIT!
The most recorded songs in record history

Plus Outstanding Recordings by

ART BLAKELY (Blue Note)
LES BROWN (Coral)
CHRIS CONNORS (Prestige)
BILL DAVIS (Okeh)
ELLA FITZGERALD (Dacca)
ERROLL GARNER (Columbia)
STAN GETZ (Roost)
URBIE GREEN (Vanguard)
COLEMAN HAWKINS (Concert Hall)
TED HEATH (London)
MARION McPARTLAND (Savoy)
GIL MELLE (Blue Note)
BUD POWELL (Debut)
BOBBIE SCOTT TRIO (Bethlehem)
DON SHIRLEY (Cadence)
JOHNNY SMITH (Roost)
BILLY TAYLOR (Prestige)
SARAH VAUGHAN (Mercury)
AL VEGA (Prestige)

(listed alphabetically)

RCA Victor Album featuring

Ralph Flanagan, Frank Damiron, Joe Newman, Barbara Carroll Trio, Calvin Jackson, Dick Collins, Tony Scott, Charlie Barnet, Andre Previn, Milt Bernhart, Ralph Marterie, Kai Winding & J. J. Johnson, Ernie Wilkins, Billy Byers, Quincy Jones, Al Cohn, Pete Jolly Trio.

"It's What's in THE CASH BOX That Counts"
LISBON ANTIQUA NELSON RIDDLE

CA-3287 (F-3237)—Nelson Riddle
CO-40613 (4-40615)—Mickey Miller
CR-61592 (9-61592)—Lawrence Welk
DE-29833 (9-29833)—Rusty Matson
VI-20-6406 (45-6406)—Lee Diamond

NO, NOT MUCH FOUR LADS

CO-40629 (4-40629)—Four Lads

ROCK AND ROLL WALTZ

KAY STARR

VI-20-6359 (47-6359)—Kay Starr
VE-2000 (2000-45)—Alta O'Day & E. Bregman

THE GREAT PRETENDER

THE PLATTERS

MD-1020 (45-1020)—Jackie Jagger
ML-70153 (70153x45)—The Platters

POOR PEOPLE OF PARIS

LES BAXTER ORCH.

CA-3336 (F-3336)—Les Baxter
CR-61592 (9-61592)—Lawrence Welk
DE-29833 (9-29833)—Rusty Matson
LO-1638 (45-1638)—Winfred Atwell
VI-20-6356 (45-6356)—Chet Atkins

WHY DO FOOLS FALL IN LOVE

THE TEEN AGERS

DE-29832 (9-29832)—Glenda Mann
DO-15448 (45-15448)—Gale Storm
GE-1002 (45-1002)—The Teen Agers
ML-70790 (70790 x 45)—Diamonds

SEE YOU LATER, ALLIGATOR

BILL HALEY & HIS COMETS

CA-1659 (45-1659)—Bobby Darin
CR-62979 (9-62979)—Bill Haley
DE-29791 (9-29791)—Bill Haley
VI-20-6426 (47-6426)—Orfeh Bach

I’LL BE HOME

PAT BOONE

CK-430 (45-430)—Flamingos
DO-15443 (45-15443)—Pat Boone

MEMORIES ARE MADE OF THIS

DEAN MARTIN

CA-3295 (F-3295)—Dean Martin
CO-40637 (4-40637)—Nicky Carter
DE-29834 (9-29834)—Dean Martin
DO-15436 (45-15436)—Gale Storm

THEME FROM THREE PENNY OPERA

DICK HYMAN TRIO

CA-3329 (F-3329)—Dean Paul & Marty Ford
CO-40637 (4-40637)—Marty Armstrong
CR-62979 (9-62979)—Bobby Darin
DE-29791 (9-29791)—Bill Haley
DE-29834 (9-29834)—Dean Martin
VI-20-6416 (47-6416)—Phil & Dean

“Only those records best suited for commercial use are reviewed by THE CASH BOX"
THE EXCITING NEW HITS ARE ON COLUMBIA

Plenty of Action On This 2 Sider

**Don Cherry**

Tony's New Release—His Biggest

**Tony Bennett**

It's Happening—B-I-G

**Jerry Vale**

You Can't Go Wrong With This

**Eileen Rogers**

Hitting The Lists

**The Four Voices**

Taking Off

**Mindy Carson**

**WILD CHERRY**

I'M STILL A KING TO YOU

(CAN YOU FIND IT IN YOUR HEART AND FORGET HER)

INNAMORATA

YOU'RE WRONG ALL WRONG (and SOME OF THESE DAYS)

LOVELY ONE (and GERONIMO)

YOU CAN'T BE TRUE TO TWO (and MY SWEET WATUSI)

COLUMBIA RECORDS

"It's What's in THE CASH BOX That Counts"
**THE CASINO**

**BEST BETS**

In the opinion of The Casino bookie staff, records listed below, in addition to the "Disk & Sleeper" Of The Week, are those most likely to win the publics.

- **WINNER TAKE ALL**
  
  *Sanny Gale*
  
  RCA Victor 20-47649

- **LARGE, LARGE HOUSE**
  
  *Mariners*
  
  Cadence 1287: 45-1287

- **PUPPY LOVE**
  
  *Jerry Samuel* 
  
  Viki 0179: 4X-0197

- **ROCK ISLAND LINE**
  
  *Don Cornell* 
  
  Coral 61163: 9-61163

- **ROCK ISLAND LINE**
  
  *Len Drasler* 
  
  Mercury 70381: 70381-145

- **"HILLY-HILLO"**
  
  *Dick Hyman Trio* 
  
  MGM 20127; K1207

- **"ROCK 'N ROLL CHA, CHA, CHA"**
  
  *Fifth Ave. BMI, Watts, Craft*
  
  This novelty unites two of today's most popular dance hits—the rock and roll and the cha cha. Ok side.

**SHEEPHERD SISTERS**

(45-101)

- **"GONE WITH THE WIND"**
  
  *Bourne ASCAP—Aboul (2:29)*
  
  The Shepherds debut on Melba with a side that's about as commercial as anything we've heard. It's a powerful rock and roll treatement of the beautiful favorite "Gone With The Wind." An exciting jump rendition with a great beat for the dancing youngsters. Girls have a great blend.

**PAUL WESTON ORCH.**

(Columbia 40675; 4-0675)

- **"INFATUATION"** (2:05)
  
  [Bechetwood BMI—Albano (2:29)]
  
  A happy-pop lucky Italian melody that's showing regional action, is colorfully and excitingly treated to a wonderful instrumental reading by Paul Weston and a chorus. Lively and most infectious theme. With all the European tunes hitting at present, this one could very well follow suit.

**THEME FROM "MY FOOLISH HEART" (2:18)**

[Joy ASCAP—Washington, Young]

In this reviewer's opinion, "My Foolish Heart" is one of the most enchanting of all melodies. Here Weston and the orch in a brilliant mood-setting interpretation of this great standard. Superb coupling. Side comes from Weston's new LP.

**LIBERACE**

(Columbia 40647; 4-0647)

- **"WE ALL NEED LOVE"** (2:08)
  
  [Remick ASCAP—Sigan, Connet, Durand]
  
  The beautiful European import recorded by four other Columbia artists, is offered here by Liberace. A lush string arrangement with the piano in the foreground. Lovely job. Pretty mood item.

**DANCING SKELETONS**

(2:50)

[Bel Canto BMI—Rohnson (2:08)]

A catchy little novelty colorfully handled by Lee. You can almost picture the skeletons having a picnic.

**TOMMY LEONETTI**

(Capitol 3380; F-3380)

- **"WRONG"** (2:30)
  
  [Stardust BMI—Mallin (2:08)]
  
  Tommy Leontetti lends his warm voice to a smooth easy-going romance which he handles in a convincing fashion. Sentimental piece.

- **"TOO PROUD"** (3:00)
  
  [Arnold ASCAP—Ownes (2:08)]
  
  Another tearful, touching love song rendered with sincerity and meaning by the talented tenderer. Tender romantic affair.

**PEREZ PRADO ORCH.**

(RCA Victor 20-6477; 47-6477)

- **"THE STORY OF LOVE" (2:19)**
  
  [Peer International BMI—Almanza (2:08)]
  
  The trumpet, which made Prado's "Cherry Pink" such a hit, comes on this exciting mambo-beat instrumental. Exciting number with a great melody thrillingly presented.

- **"TOMORROW I WILL LIVE"**
  
  (2:10) [Southern ASCAP—Prado (2:08)]
  
  The maestro's own creation, a hard-driving mambo, is featured on this side. Plenty of drum work.

**RUSS MILLER**

(Kapp 137; 45-137)

- **"SOMEBODY BIGGER THAN YOU AND I" (2:49)**
  
  [Bullen-Clark ASCAP—Lange, Heath, Burke (2:49)]
  
  Russ Miller has a strong contender in this touching inspirational ballad dramatically presented by Russ Miller and a chorus. Lovely number full of meaning.

- **"WATCH MY SMOKE" (2:15)**
  
  [Raleigh BMI—Chase (2:15)]
  
  The verse introduces Changes the pace and flyeris through a galloping tempo novelty. Cute side.

**PETE TERRANCE QUINTET**

(Tico 352; 45-352)

- **"WATCH YOUR STEP"**
  
  [Martins, Woodlen (2:40)]
  
  Pete Terrance excels on the vibes as the crew drifts through a smooth, easy-going cha cha with a most pleasant melody. Fine dance instrumental.

- **"SOON"**
  
  [Trawske (2:40)]
  
  A cha cha with a fine beat is offered by the men on this portion. More excellent vibe display by the leader.

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*"Only those records best suited for commercial use are listed in *The Cash Box*.*
THE MOST TALKED ABOUT GAL IN THE ENTERTAINMENT WORLD

Roberta Sherwood Singing

"I GOT LOST IN HIS ARMS"

"IN A STRANGE PAIR OF ARMS"

DECCA-29882 (9-29882)

A New World of Sound

"It's What's in THE CASH BOX That Counts"
MANTOVANI ORCH.
(London 1646; 45-1464)

"CANDLELIGHT" (2:56) [Feist—ASCAP—Decca; Cattini—ASCAP—Decca]
A delightful piece of mood material is warmly and tenderly presented by the lush and dreamy strings of Mantovani's orchestra. Touching, melodic selections.

"SPRING IN MONTMARTRE" (2:17) [True Blue ASCAP—Shelley, Foting] With lovely European melodies clicking big in the States, Monty issues a dreamy French theme softly styled in a romantic manner. Two delightful items for change-of-pace programming.

SHEB WOOLEY
(MGM 12202; K12202)


"A KING OR A CLOWN" (2:01) [Cordial BMI—Wooley] Another jump beat rock and rollick pleasingly styled the songwriter.

JERRY SAMUELS
(Vik 0197; AX-0197)

"PUPPY LOVE" (2:01) [Town & Country BMI—Brown, Bredlove] A potent fish-beat ballad aimed at the teenage crowd is excitingly rendered by Jerry Samuels. Wonderfully commercial lyric belted from the heels. Jerry has a Johnnie Rayish sound that comes over with force. A sleeper to watch closely.

"THE CHOSEN FEW" (2:13) [Movietown BMI—Howard, Bell] A colorful up-beat story with a spiritual tempo and flavor. Dramatic, emotional delivery.

THE MARINERS
(Cadence 1287; 45-1287)

"LARGE LARGE HOUSE" (2:37) [Shapiro, Bernstein ASCAP—Reichner] A collection of rock and roll that's showing regional action, is excitingly treated by the Mariners. A potent swinger with that good dance beat the teenagers want. Could blossom into a big hit.

"THIS GOLD WILL MELT" (2:19) [Redd Evans ASCAP—Lowe, Rotherman, Reichner] A colorful novelty with a catchy melody and a delightful up beat. Something different in the way of songs. Has a spiritual quality, Cute.

DON CORNEIL
(Coral 6161; 9-6161)

"ROCK ISLAND LINE" [Hollis BMI—Donginan] The rich deep voice of Don Cornelius lends itself beautifully to this exciting folk-type novelty that could be a big song. It's an unusual tune that's been getting quite a bit of air play and this version should take on healthy cut of the sales motion.

"NA-NE NA-NA" [Vim ASCAP—Sorell, Carretta] This star hits the versatile crooner on a soft and touching lullaby song to a child. A most infectious melody warmly treated with the aid of a chorus.

THE CASH BOX

SLEEPER OF THE WEEK

"I'VE GROWN ACCUSTOMED TO YOUR FACE" (2:41) [Chappell ASCAP—Lerner, Loewe]
"I COULD HAVE DANCED ALL NIGHT" (2:30) [Chappell ASCAP—Lerner, Loewe]
ROSEMARY CLOONEY
(Columbia 40676; 4-40676)

- Rosemary Clooney, who does extremely well with show tunes—

"Hey There" from "Pajama Game" was a million seller for her—gets hold of a beautiful new ballad from the B'way musical "My Lady Fair," and delivers it as "winning factor" on her latest release. The song is a fragile, romantic tale with a soft and touching melody. In addition, it contains one of the most imaginative sets of lyrics to come along in quite some time. It's one of the thrust's best records for the label and should end up as a big seller.

The coupling is another wonderful love song from the same musical. A pretty Latin flavored romance dubbed "I Could Have Danced All Night." Looks as though Rosie has a hit in the top half.

"FLAMENCO LOVE" (2:30) [Bregman, Vocco & Conn ASCAP—Wagner, Schuman, Eaton]

- With European instruments riding high, wide and handsome all over the best seller charts, Don Costa, musical director of the ASCAP label, introduces his rendition of a beautiful continental theme that should end up as a tremendous seller for the diskery. It's a huscious number dubbed "Flamenco Love."

A delightful piece of listening pleasure full of strings and a wonderful Latin atmosphere. Looks like a big one. The lower lid, "Heart Of Paris" is another velvety instrument item with that same continental atmosphere. A top drawer melody superbly executed. A juicy digital for the many fans of quality instrumentals.

SUNNY GALE
(RCA Victor 20-6479; 47-6479)

"WINNER TAKE ALL" [Southern ASCAP — Wayne, Frisch] Sunny Gale comes up with a hot platter that could be a strong seller. It's a potent rock and roll beat ballad that recalls her smash, "Wheel Of Fortune." Sunny gives the side every bit of the song. Excellent results. Watch this one.

"ROCK AND ROLL WEDDING" [Simon House BMI — Brandt, Metals] Another strong piece of commercial tunestuff that fits the thrust's voice to a "T." A good driving song that the teenagers will enjoy.

EDDIE BARCLAY
(Mercury 70829; 70829X)

"WE ALL NEED LOVE" [Remick ASCAP —Sigman, Contron, Durand] Eddie Barclay and the orchestra dish up a beautiful instrumental rendition of a melodic French import that could develop into a good ballad song here in the States. Stringy delivery.

"SAMBA FANTASTICO" [Cordial BMI—Toloedo, Altan, Manzol] An exciting rhythm backbeat enhances the thrilling treatment of this big samba instrumental. Chorus joins in toward conclusion. Side really builds to an exciting climax. Pretty job.

SHORTY LONG
(RCA Victor 20-6472; 47-6472)

"LUCIOUS" (2:14) [Tannen BMI—Callahan] Shorty Long of Victor's A & R department, makes his debut on the label as an artist as he belts out a catchy jump novelty. Lively rock and roll item that the kids will take to. Commercial item.

"HEY, DOLL BABY" (2:23) [Progressive BMI—Turner] This deck in a swinging pop treatment of a strong selling rhythm and blues novelty. Good rock and roll item. Fine coupling item.

CATERINA VALENTE
(Deco 29846; 9-29846)

"SIMILAU" (2:56) [Campbell BMI—Clar, Coleman] Caterina Valente, the European song star who created quite a sensation here, has another powerful side in her latest release. An exciting rendition of a popular Latin tempo ballad. Thrilling performance that could step out.


JOHNNY HAMLIN & QUINNET
(Fraternity 736; F-736)

"SUMMER LOVE" (2:20) [Suanz BMI—FM, Sawyer, Lyte] The Johnny Hamlin Quintet comes up with an exciting jazz instrumental interpretation of a prettyromatic tune. The boys have a wonderful blend that the jockeys will find most pleasing. Commercial item.

"CYCLONE" (2:38) [Susan BMI — Hamlin] This progressive swinging item is created by the maestro. A swinging up-beat pleaser.

MARIO LANZA
(RCA Victor 20-6478; 47-6478)

"ERENADE" (1:50) [Harms ASCAP—Cahn, Brodzky] The romantic tite song from the forthcoming Warner film which stars Mario Lanza is presented here by the talented tenor. His big voice rings out on the stirring finish. Lanza fans should love this one.

"MY DESTINY" (2:30) [Harms ASCAP—Cahn, Brodzky] An emotional presentation of one of the other big tunes from the same flicker. Both numbers were written by the composers of Lanza's million disk "Be My Love.

BONNIE LOU
(King 4895; 45-4895)

"LITTLE MISS BOBBY SOX" (2:07) [Mar-Kay BMI—Innis, Gove, Abner] Bonnie Lou introduces a novelty bouncer that fits right in with today's teen-age lyrics. Good swing treatment about a sprightly little boy-sitter.


*Only those records best suited for commercial use are reviewed by THE CASH BOX*
You Can’t Lose

Sunny Gale

sings

Winner
Take All

Rock and Roll Wedding

20/47-6479

A “New Orthophonic” High Fidelity Recording

the dealer’s choice

RCA VICTOR

“It's What's in THE CASH BOX That Counts”
LEROY HOLMES ORCH.  
(MGM 12206; K12206)

WHEN YOU'RE IN LOVE (3:26) [Chappell ASCAP—Schwartz, Anderson] Leroy Holmes, the orch. and chorus hand in hand an ex- 
ceptional rendition of the gloomy 
new ballad from the TV version of "The Sound of Music". Warm and romantic, 
lyrically a hit.

ZIO BATUCA'DA (2:51) [Par- 
is: AMASCAP—Liberal] An 
exciting latin rhythm, the latter 
triumphantly handled by the 
orch. and chorus sings with 
harmonious atmosphere.

CHAMP BUTLER  
(Coral 61612; 9-61612)

DOWN IN MEXICO (2:53) 
[Tiger BMI—Leiber, Stoller] 
Champ Butler comes up with a 
potent side as he belts out a pop interpreta- 
tion of a fast rising rock and roll hit, 
with a thrilling latin beat. Clever, 
lyrically an item.

THE JOSHUA TREE (2:15) 
[Vee-Sum ASCAP—Carpenter, 
Caring] This portion is a dramatic 
item with a distinct folk flavor. Strong 
delivery.

JULIO GUITERREZ & ORCH.  
(Penon 211202; 45-211202)

ROCK AROUND THE CLOCK (2:22) 
[ASCAP—Knight, Freed- 
man] One of last year's top hits is treated to a cha cha arrangement by 
the Guitierrez orch. Exciting instru- 
mental item.

THE LOVING CHA CHA CHA! (2:17) 
[Embermorado, Guitierrez] 
This ball has a more commercial sound— 
the type desired by the Embermorado to 
the Guitierrez orch. Exciting instru- 
mental item.

PEGGY LEE  
(Decca 29837; 9-29837)

YOU'VE GOT TO SEE MAMMA EVERY NIGHT (2:48) 
[Decca ASCAP—Conrad, Ross] With her 
version of "Mr. Wonderful" doing well, 
Peggy Lee introduces a new latin 
lyric of a charming big hit over there. Dis- 
cution presents me with giving you 
titles.

This week's best selling pop singles: 
(Courtesy "New Musical Express")

1) "Memories Are Made Of This" 
Dean Martin (Capitol)

2) "Zambesi" 
Lou Busch (Capitol)

3) "It's Almost Tomorrow" 
Dream Weavers (Brunswick)

4) "Rock And Roll Waltz" 
Kay Starr (HMV)

5) "Memories Are Made Of This" 
Dave Decca (Eng. Decca)

6) "Only You" 
Hilltoppers (London)

7) "Band Of Gold" 
Don Cherry (Phillips)

8) "Love Is The Tender Trap" 
Frank Sinatra (Capitol)

9) "See You Later, Alligator" 
Bill Haley (Brunswick)

10) "Young And Foolish" 
Edmund Hockridge (Nixa)

GENE WISNIEWSKI & HARMONY BELLS  
(Don 3223; 45-3223)

ROCK AND ROLL POLKA (BMI—Beardsley) This rollicking and rol- 
lly music at its peak, Gene Wisniewski 
and the Harmony Bells offer a novelty tying the polka in with an exciting 
rocking arrangement. Good dance 
delic.

KISS ME KID-POLKA (BMI 
—Kamin, Stamey) Another colorful 
instrumental polka item that deserves 
a spot on the jukes.

TONI HARPER  
(Verse 2005; 200545)

I TELEPHONED, I TELE- 
GRAPHED (2:47) [Gus Kahn ASCAP—Kahn, Stamey] The refreshing 
voice of young Toni Harper is 
charming and inviting on this warm 
romantic item. Pretty love song with a 
light touch.

WE'VE GOT TO LIVE, GROW 
TO GROW (2:45) [Hill & Range 
BMI—Meyers, Jones] The talented 
thoroughly does a beautiful job on this 
half singing a wonderful teenage 
ballad. Excellent lyric and a superb 
idea. If it gets decent exposure, it could 
bring in.

DAVE HARRIS SEXTET  
(Key 510; 45-510)

MILE-A-MINUTE WALTZ (1:55) 
[Jack Elliott ASCAP— 
Beach, Harris] Tenor man Dave Harris 
leads his combo thru a jazzy inter- 
pretation of the Chopin favorite "Minute Waltz". Excellent treatment. 
Group has a wonderful sound and 
widths as though it's been together 
for years. Perfect unit.

SCHOOL'S OUT (2:00) [Brod- 
ack ASCAP—Harris, Beach] 
Harris collaborated on this high speed 
lyric with the jazz idiom. A play 
on familiar school melodies.

LARRY MONROE / DON KEYES  
(45-3003; 45-3003)

WHAT IS A DISC JOKEY? (2:25) 
[Lin BMI—Monroe] Larry Monroe is the featured artist on this 
uhurorous adaptation of Steve Allen's 
disc "What Is A Wife". Monroe discusses 
a disc jockey.

WHAT IS A SECRETARY? (2:25) 
[Lin BMI—Page] Don 
Key employs the name gimmick as 
he defines a secretary.

THE BELL BOPS  
(Tin Pan Alley 153; 45-153)

PLEASE DON'T SAY NO TO 
THE BELL BOPS This fun- 
nerisk job on "The Bell Bops" of 
Dick Wicks, Covals] The Bell Bops give out with a potently 
rock and roll ballad that should appeal to the 
teenagers. Fine rhythm makes the side a 
good dance item.

MERCHANT STREET BLUES (Juke Box Alley BMI—Brown, 
Covals) Another rock and roll with that 
crude commercial harmony the 
would make you do.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Mr. Explosive Teen Tune!

PUPPY LOVE

Jerry Samuels

w/ The Chosen Few

Vik records

"It's What's in THE CASH BOX That Counts"
TWO EXCITING NEW

Dick Lee

SIERRA MADRE

c/w

SERENADE

Vik

published by
FEER INTERNATIONAL, INC.
Gen. Prof. Mgr. MURRAY DEUTCH
1619 Broadway, N. Y.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
PERSONALITIES on Vik

Jerry Samuels

THE CHOSEN FEW

c/w

PUPPY LOVE

Vik 0197

Orchestra conducted by Sid Bass

records

A Product of Radio Corporation of America

"It's What's in THE CASH BOX That Counts"
1—Poor People Of Paris 2
ACA-3356 (F-3336) 20
CR-4193 (Sept. 23) 25
LIL BAXTER 

2—Louisiana 1
ACA-3377 (F-3327) 1
HADDON MILLER 2

3—No, Not Much 3
ACO-4059 (F-4039) 3
CYPRESS LADY 1

4—Rock And Roll Waltz 4
VE-2009 (2003) 45
B. BRIGMAN & A. DOY 1

5—Why Do Fools Fall In Love 5
DE-2932 (F-2932) 2
GLORIA MANN 1

6—I’ll Be Home 6
AE-1071 (K10102) 6
TEEN AGEERS 1

7—The Pretender 7
MB-1080 (F-1080) 7
TOM BLONDETT 1

8—See You Later, Alligator 8
CR-1609 (F-1609) 8
RUDYARD CHARLES 

9—Theme From Three Penny Opera 9
ACA-3329 (F-3329) 9
LEONARD BERNSTEIN 1

10—Hot Diggity 10
VE-4117 (F-4117) 10
GIANTS 1

11—Triple Crown 11
ACO-4058 (F-4058) 11
TROY MILLER 1

12—Blue Suede Shoes 12
LH-2100 (F-2100) 12
JOHN GORDY 1

13—A Tear Fell 13
AT-1016 (F-1016) 13
TOMMY DURANTE 1

14—Heartbreak Hotel 14
VI-4181 (F-4181) 14
CLARK GABLE 1

15—Eddie My Love 15
ACO-4057 (F-4057) 15
WILLIAM MILLER 1

16—Memories Are Made Of This 16
VE-2009 (2003) 16
ELLEN MILLER 1

17—Innamorata 17
ACO-4056 (F-4056) 17
WASHINGTON 1

18—Tuitti Frutti 18
DO-1544 (F-1544) 18
ELVIS PRESLEY 1

19—Band Of Gold 19
VE-2009 (2003) 19
ROBYN 1

20—Main Title (Man With Golden Arm) 20
ACO-4057 (F-4057) 20
ELMER BERNSTEIN 1

21—Bo Weevil 21
CR-4190 (Sept. 23) 21
TRENT AVER 1

22—Angels In The Sky 22
VE-4044 (F-4044) 22
CLARK GABLE 1

23—Mr. Wonderful 23
AP-1672 (45-1672) 23
LILY MILLER 1

24—Ask Me 24
ACA-3328 (F-3328) 24
JOEY MAHON 1

25—Lullaby Of Birdland 25
VI-4181 (F-4181) 25
LIONEL HAMPTON 1

26—It’s Almost Tomorrow 26
VE-2009 (2003) 26
ELLEN MILLER 1

27—Forever Darling 27
MA-1244 (K-1244) 27
JOHN RICE 1

28—Flowers Mean Forgiveness 28
AMA-2904 (45-2904) 28
BILLY MAYER 1

29—Speedoo 29
CR-4191 (Sept. 23) 29
TOMMY DURANTE 1

30—Dunngarce Doll 30
AMA-2951 (45-2951) 30
BILL MILLER 1

31—To You, My Love 31
AMA-2952 (45-2952) 31
BILL MILLER 1

32—Your Song 32
AMA-2953 (45-2953) 32
BILL MILLER 1

33—Lovers On The LOTUS BUD 33
ACO-4044 (F-4044) 33
BILL MILLER 1

34—Lullaby Of Birdland 34
AMA-2954 (45-2954) 34
BILL MILLER 1

35—Chain Gang 35
APA-4051 (45-4051) 35
BILL MILLER 1

36—Cozy 36
AMA-2956 (45-2956) 36
BILL MILLER 1

37—Valley Of The Vapors 37
AMA-2957 (45-2957) 37
BILL MILLER 1

38—Port Au Prince 38
AMA-2958 (45-2958) 38
BILL MILLER 1

39—Over There 39
AMA-2959 (45-2959) 39
BILL MILLER 1

40—Rock Right 40
AMA-2960 (45-2960) 40
BILL MILLER 1

41—Magic Touch 41
AMA-2961 (45-2961) 41
BILL MILLER 1

42—Bay Of Rain 42
AMA-2962 (45-2962) 42
BILL MILLER 1

43—You Are Satisfied 43
AMA-2963 (45-2963) 43
BILL MILLER 1

44—Too Young To Go Steady 44
AMA-2964 (45-2964) 44
BILL MILLER 1

45—Are You Satisfied 45
AMA-2965 (45-2965) 45
BILL MILLER 1

46—Weep Little Palace 46
AMA-2966 (45-2966) 46
BILL MILLER 1

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
BIG, BIG SMASH!

BY THE

DIAMONDS

"The Church Bells May Ring"

AND

"Little Girl Of Mine"

MERCURY 70835

CURRENTLY RIDING HIGH ON THE CHARTS!

"Why Do Fools Fall In Love"

A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS

"It's What's in THE CASH BOX That Counts"
Decca Releases First Roberta Sherwood Disk

NEW YORK — Decca Records has announced the addition of three new artists to its roster. The release of the Irving Berlin standards, "I Got Lost In His Arms" and "In a Strange Pair of Arms," marks the debut on wax of Roberta Sherwood. Miss Sherwood, a veteran in the entertainment field, has, in the past few years made her home in Miami, where she has played local clubs. Prior to that she appeared in clubs and theaters all over the country, touring ever since she was a child with her parents' acts. The entire Decca organization feels that she is among the most powerful entries into the disk field in some time, and predict a tremendous future for her. She was spotted by A & R Director Milt Gabler during her performance at DOT's "Starry Show," just a few days after her first Decca session. On the show she sang "Rock Hymn" with one of her Decca sides. The disk is backed with "Timber," an original position by Darin and Kirshner. Reaction to Darin's appearance on the TV-er is reported to have already written entries in heavy advance orders on his platter.

In the country field, Decca has signed vocalist Glenn Douglas to an exclusive pact. Douglas, a native of San Antonio, Texas, has been living in the city for several years. He has appeared on many of the leading country radio shows, and was signed to Decca by Paul Cohen. His first sides are "Tonight" and "Let It Roll."

Thanks, D.J.'s There's "No One To Blame But You" For making our new hit! De Castro Sisters

Republic Gets Canadian Hit "Walk Hand In Hand"

NEW YORK—When Frank Abramson, general manager of Republic and World Music, heard that a song called "Walk Hand In Hand" was breaking big in Toronto, Canada, he rushed up to the city and purchased the tune. He came back to the U.S. with a copy of the Denny Vaughan recording on the Spiritual label (the one that's making all the noise) and Lonnie Starr played it last weekend on his WNEW show.

The reaction was immediate from both listeners and record company representatives who wanted to know why they could get the disk. At this writing, a number of artists are already scheduled to record the song.

Boorstein Heads UJA Division

NEW YORK—Lou Boorstein, one of the country's leading one-stop operators, will be the chairman of the Coin Machine Division of the United Jewish Appeal.

The annual coin machine, UJA dinner, to be held early in June, will honor Al Rodkin, well known to his friends as "The Senator."

ALL ABOUT DISK JOCKEYS THE TEN RECORDS DISK JOCKEYS PLAYED MOST THIS WEEK (PLUS THE NEXT TEN)

A SUMMARY OF REPORTS RECEIVED FROM THE NATION'S DISK JOCKEYS

1. POOR PEOPLE OF PARIS Les Baxter (Capitol)
2. NO, NOT MUCH Four Lads (Columbia)
3. ROCK AND ROLL WALTZ Kay Starr (RCA Victor)
4. LIU NI TANGUAN Ichabod Riddle (Capitol)
5. I'LL BE HOME Pot Boone (Dot)
6. WHY DO FOOLS FALL IN LOVE Teen Abers (Geo)
7. THEME FROM THREE PENNY OPERA Smokey (Mercury)
8. THE GREAT PRETENDER Flatt & Scruggs (Mercury)
9. EDDIE MY LOVE Platters (Columbia)
10. HOT DIGGITY Richard Hayman & Jon August (Mercury)


Pic of the week—Stan Richards (see VITAL Statistics) was recently voted New England's number one disc jockey by Pulse Listener-Surveys.—Jim Crist (WBFR-Baltimore, Md.) reports that he has inaugurated the idea of showing slides of the artist whose record is being played at the Record Hops and the "gimmick" has blown the lid off record hops in that area. (To our knowledge Tom Edwards (WERE-Glendale, Calif.) was the first with the slide hit) Winter's asks that record companies and promotion men send him slides for use at future hops . . . Jerry Wycher (WINZ-Miami, Fla.) pulling thousands of letters from teenagers who are avid fans of his. WINZ plays nothing but music for 18 hours daily and will soon go to 24 hours . . . Jerry Warren (WNEW-New York, N.Y.) tells us he has met people he's been out of touch with for five to ten years since he does the five-hour stint on WNEW . . . Bob Lloyd informs us that WOTH-Hartford, Conn., has moved to 565 Asylum St. and is now in the same building as WTH. Visiting publishers and artists please note.

Lee Murphy (WMGM-New York) conductor of the "Record Hop" heard Saturdays and Sundays from 2 to 5 p.m. . . Jerry Kay, former New Orleans deejay and now travelling for Jubilee Records, had a narrow escape recently when he came out of a head-on smashup with a sprained shoulder and some bad bruises. Jerry had a safety belt strapped on and it saved him from serious injury. His current plugging disk is Ethel Ennis "Off Shore" and "I've Got You Under My Skin." . . WPOR's (Portland, Maine) disc jockey Ken Garland, Howie Leonard, and Frank Sweeney, hosted near 1500 teen-agers at the Big Three Jambooree, a mammoth Washington Birthday record dance held at a local armory. As a result of the smashing suc- cess, the program is continued. Ray Carroll, who has resigned from WMCA-New York, will concent- rate on the making of a pilot film for a teenage television series in which he is the star. Carroll, who is 35 years old and currently celebrating his 15th year in radio, will in the meanwhile be considering a new radio affiliation.

ATTENTION DJS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or titles.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Dot

America's hottest label
Gives you

Pat Boone

America's No. 1 singing sensation
with his 6th consecutive smash hit...

"Long Tall Sally"

"Just As Long As I'm With You"

Dot #15457

"It's What's in THE CASH BOX That Counts"
NEW YORK:
A Columbia sales and A&R meeting on the exec level took place last week in New York. Bill Haley continues to set new personal appearance records. On March 6, he played to over 6,000 people at the Omaha Music Hall Auditorium, and the next day drew 3,000 into the Auditorium in Sioux City, Iowa, despite one of the worst blizzards of the season. Singer-songwriter Fanny Wolf has just signed The Avalons to a personal management contract... Ray Hamilton headlines at the Boulevard starting March 23... Hill and Range and Hi Lo Music have entered into an agreement whereby they are jointly publishing "Blue Suede Shoes"... Ray Katz, WMGM's program chief, has returned to his office after a siege in the hospital... Tony Martin, currently boasting all records at the San Souci in Havana, begins a three week stand at the Copacabana in New York March 19... Erroll Garner will make his first appearance at the Town Casino in Buffalo for one week starting March 19... He-Stead, owner of the Brass Rail in Toronto, Ontario, says the Jodimars have broken all existing attendance records. The boys will headline the Alan Freed show beginning March 30 at the Brooklyn Paramount... Ruth Price of Kapp Records, currently at the helm for ABC-Paramount, reports great reaction on his show from Ishbel's... Ben Johnson of WEXL, Royal Oak, Michigan in town for short visit... Bill Bendix (our man, Riley) visited Jack Kevy's "Coffee With Kevy" show on WFLC, Bill in town promoting newest picture, "Battle Stations"... Chuck Scanlon, staff writer for the Chicago Daily News, reports that he's using The Cash Box "Top Ten" listings for his WTAQ show... All of the music men have heard of the popular "The Ruban Blue" for six week engagement... "Look Homeward, Angel," which the Equites cut under the direction of Jack Gold and which is being released on London, is making plenty of noise in Boston. John Hall, managing director of Lillian Briggs, and managing director of New York's Arcadia Ballroom, has set the Ballroom Dancing Championships of the U.S. In New York March 23 and 24 at Arcadia. The WPCF has represented the U.S. at the World Championship in London's Empress Hall on April 16... Mary Johnson, recently signed by Cindi Records of Wilmington, Delaware, is now under the management of John O'Connor who also handles Fred Waring and Johnny Long.

CHICAGO:
Plenty of visitors dropped in with plenty of news... Barney Fields dropped in to tell us that he now owns Keith Music Publishing Company. This is in addition to his free-lance promotion chores... Jerry Connors reports real great reaction on his show from Ishbel's... Ben Johnson of WEXL, Royal Oak, Michigan in town for short visit... Bill Bendix (our man, Riley) visited Jack Kevy's "Coffee With Kevy" show on WFLC, Bill in town promoting newest picture, "Battle Stations"... Chuck Scanlon, staff writer for the Chicago Daily News, reports that he's using The Cash Box "Top Ten" listings for his WTAQ show... All of the music men have heard of the popular "The Ruban Blue" for six week engagement... "Look Homeward, Angel," which the Equites cut under the direction of Jack Gold and which is being released on London, is making plenty of noise in Boston. John Hall, managing director of Lillian Briggs, and managing director of New York's Arcadia Ballroom, has set the Ballroom Dancing Championships of the U.S. In New York March 23 and 24 at Arcadia. The WPCF has represented the U.S. at the World Championship in London's Empress Hall on April 16... Mary Johnson, recently signed by Cindi Records of Wilmington, Delaware, is now under the management of John O'Connor who also handles Fred Waring and Johnny Long.

HOLLYWOOD:
Helen Grayco touring with the Spike Jones show in the Midwest, taking a few days off to visit disc jockeys with her new Vik release of "Lilly's Lamont!" and "Rock 'n' Roll Wedding!"... Pat Page currently at the Desert Inn in Las Vegas... Johnnie Ray breaking it up again on his third Australian tour... Frances Irvin, former Tommie Dorsey vocalist now a regular on KTLA's Bandstand Revue... Tony Roman's first disk for the new Syncore label getting a big airing from local jockeys... Bob McNally, former D.J., has formed MDM Television Productions in association with George Draine... Coral Records covered "Down In Mexico" with Chappell Bulter... decided to go all out on the flip side which is a new tune of "The Joshua Tree"... Songwriters Gil Ward and Lou Prince taking off around the country to plug "The Lord Only Knows" and "Kisses" recorded by the Bob Raymond Trio for Vik Records... Coral Records entered winner of the Arthur Godfrey Talent Scouts show... Staffer Bill Daniels has started his own disc jockey show... Larry Oliver told us that it wouldn't be long now until we can blame laziness on Spring fever. No, how come it was snowing last week? And we were still lazy.

THE CASH BOX
ANOTHER 2 SIDED SMASH BY –
Bill Haley and his Comets

ROCK AND "The Saints Rock'n Roll"

DECCA-29870 (9-29870)

A New World of Sound DECCA records

The Hit Song from the forthcoming Columbia Pic. "ROCK AROUND THE CLOCK" starring BILL HALEY
Another Smash by those High-Flying “SPEEDOO” Boys
She'll Be the Nation's Top Singer with These 2 Change of Pace Sides

**FIRST OFFENDER**

*b/w* a Beautiful Ballad

"ALWAYS A BRIDESMAID"

JUBILEE 5240

**THE FOUR TUNES**

singing

**I GOTTA GO**

*b/w* "HOLD ME CLOSER"

JUBILEE 5239

"It's What's in THE CASH BOX That Counts"
Top 15 Best Selling Pop Albums

1. BELAFONTE .................................................. Harry Belafonte (RCA Victor LPM 1150; EP B 1150; EAP 603)
2. JULIE IS HER NAME ......................................... Joan London (Liberty LP 3066)
3. THE BENNY GOODMAN STORY .......................... Beiderbecke DR 8252, 3; ED 797, 8, 9
4. THE GREAT BENNY GOODMAN ........................... [Columbia CL 820; B 820, 1, 2, 3]
5. MUSIC TO CHANGE HER MIND, Jackie Gleason (Capitol W 632; EAP 632)
6. CAROUSEL ..................................................... Original Cast (Capitol W 694; EMD 694)
7. OKLAHOMA ................................................... Original Cast (Capitol SSO 395; SDM 595)
8. FOUR FREEMEN AND 5 TROMBONES ..................... Four Freshmen (Capitol T 663; EAP 663)
9. HIS SPARKLING STRINGS ..................................... Lawrence Welk (Capitol CRL 5701; EC 82020)
10. ELVIS PRESLEY .................................................. Elvis Presley (RCA Victor LPM 1254; EP 1254)
11. THE MAN WITH THE GOLDEN ARM ....................... Original Cast (Decca DR 8237)
12. TV FAVORITES ............................................... Lawrence Welk (Capitol CRL 57205; EC 82199)
13. MARK TWAIN .................................................. Harry Belafonte (RCA Victor LPM 1022; EP 1022)
14. SONGS FOR SWINGING LOVERS ....................... Frank Sinatra (Capitol W 653; EAP 653)
15. JAZZ: RED HOT AND HOT ................................... Dave Brubeck (Columbia CL 699; B 699)
16. IN THE WEE SMALL HOURS ................................ Frank Sinatra (Capitol W 581; EBP 1, 2-581)
17. MUSIC FOR LOVERS ONLY .................................. Jackie Gleason (Capitol W 475; EAP 475)
18. THE STUDENT PRINCE ............................................ Mario Lanza (Capitol LPM 1837; EBP 1837)

Winner of Music Award

NEW YORK—Film musical director Jack Shaidlin, who won the annual Clef Award for his musical direction of "Cinerama Holiday" is shown being given the statuette on the Wendy Barrie TV show. (1 to 2) Pictured here are Min Barrie, Shaidlin and Milton Cross, dean of American musical commentators, who made the presentation, Jack Shaidlin records for Coral and Mercury.

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Jackson 5-1147

(See Page 66)

THE CASH BOX

FILM SOUNDTRACK

"RICHARD III"—Laurence Olivier, John Gielgud, Claire Bloom. Ralph Richardson, Cedric Hardwicke—Music by William Walton—RCA Victor LM-6126 (3-12"

Another giant step in television's maturation took place on March 11 when, on TV, Laurence Olivier's film production of Shakespeare's "Richard III" was presented. This was presented on three LPS, that spanned the entire performance of a cunning and cruel man's rise to the throne of England and his downfall. Olivier's Richard is one of the actor's greatest triumphs. The celebrated cast that includes Claire Bloom and John Gielgud are exciting and clearly articulate with Shakespeare's lines. Those who treasure the spoken word on recordings will find this package an admirable addition to their collection.

"THIS LUSTY LAND!"—"Tennessee" Ernie Ford—Music by Jack Paschano—Capitol T709 (1-12"

This popular song was written by Ollie McEwen and Don DeBartolo with the voice of Ernie Ford. It has an appeal and is quite popular at this time.

"FLIRTATION WALK"—The Voices of Walter Schumann—RCA Victor LM-1202 (1-12"

Flirtation Walk is a song written by Bob Russell and recorded by the Voices of Walter Schumann. It was featured on a 12" LP written and arranged by Bob Russell and issued by RCA Victor.

"SENTIMENTAL JOURNEY"—David Rose And His Orchestra—MGM E9325 (1-12"

Sentimental Journey is a tune written by Burke and Gillespie and recorded by David Rose and his Orchestra. It features a swing style band.

"CHACA CHA CHA, MERENGUE, BOLERO, AND MAMBO"—Belmonte and His Orchestra—Columbia CL 802 (1-12"

In the Hall of the Cha-Cha-King, the lonely one, Chata-Chata-Chata is a song written by Burt Bacharach and recorded by the Cha-Cha-Chata Band. It was released by Columbia Records.

"SWING BABY"—Ralph Marterie and His Orchestra—Mercury M51204 (1-12"

Swing Baby, Stella by Starlight, One O'Clock Jump is a tune written by Louis Armstrong and recorded by Ralph Marterie and his Orchestra. It features a swing style arrangement.

"EDDIE CONSTANCE"—Kapp KL-1018 (1-12"

I'm a sentimentalist, the sidewalks, make yourself comfortable, I love you that way, wake up, Buddy, My lady is incredible, the little boy and the old man, GINA, I was regularly used, this little song in the fountain, the artist's child, Touche.

Eddie Constantine, an American who made good in films, sings with a light and sensitive touch, a number of French and American melodies. His lyrics and his performance in French, include the charming tune he made a hit of abroad, the Little Child". Other tunes of interest are a cute novelty, "The Artist's Child" and the recent smash here, "Three Coins In The Fountain". Eddie has acquired a delightful French vitality in performing the more energetic selections. The set could account for a demand here for more from the vocal. Good pop appeal in the waxing. Folks who enjoy songs in French must tune in on this one.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
VICTOR REALIGNS FOREIGN SET UP

NEW YORK—The Radio Corporation of America has entered new agreements with several foreign companies to provide new records under the Victor label. RCA Victor has entered new agreements with various companies around the world, including in Germany, Switzerland, and others. These agreements will allow for the distribution of new records, expanding RCA Victor's reach globally.

COLUMBIA TO RECORD "MY FAIR LADY"

NEW YORK—"My Fair Lady," considered by many to be the season's musical, will be recorded in its entirety by Columbia. This is an original recording, and the album will feature the cast of the musical. The recording will capture the essence of the show, bringing to life the songs and performances that have captivated audiences worldwide.

JAZZ

"GENE KRUPA--LIONEL HAMPTON--TEDDY WILSON"—Playing Some Of The Selections They Played In "The Benny Goodman Story"—Clef MG C-581 (1-12" LP)

This LP offers an opportunity to hear one of the most successful and influential groups of the 1930s. With Gene Krupa on drums, Lionel Hampton on trumpet, and Teddy Wilson on piano, this trio played together in several popular arrangements, offering a glimpse into the world of Swing music.

LATIN RHYTHMS

"SECEO SAMPLE OF LATIN RHYTHMS"—Seeco 551 (1-12" LP)

Seeco's Latin Rhythms offer a mix of popular and current favorites, including the mambo, cha cha cha, and merengue. This LP features a wide range of Latin rhythms, providing listeners with a rich cultural experience.

"ESTE ES EL RITMO DEL CHA CHA CHA"—Julio Gutierrez and His Orchestra, LP, the Carlos Fazas Quartet, LP, Teldec 2000 (1-12" LP)

This Latin Rhythms LP features Julio Gutierrez and His Orchestra performing the Cha Cha Cha. TheLP also includes a special recording of the Cha Cha Cha by the Carlos Fazas Quartet, offering a unique blend of Latin music.

R & B

"MOON DUST"—Bill Doggett His Organ and Combo—Kine 355-502 (1-12"

Bill Doggett's "Moon Dust" is a classic example of R&B music from the 1950s. This LP offers a collection of organ and combo pieces that capture the essence of R&B, providing a glimpse into the genre's evolution.

CLASSICAL

VIVALDI: Violin Concerto No. 1 in A Minor—BACH: Violin Concerto No. 2 in E Major—DAVID OSTRAK, Isaac Stern, Eugene Ormandy, Conductors—COLUMBIA ML 5087 (1-12" LP)

This LP features a selection of works by Vivaldi and Bach, performed by David Oistrakh, Isaac Stern, and Eugene Ormandy. The recording captures the elegance and precision of these classical masterpieces.

PUCCHI: Madame Butterfly—Highlights—Clara Petrella, Soprano—Ferruccio Furlanetto, Tenor—Radio Televisio Italiana, Turin and Cetra Chorus Conducted By Angelo Questa—Cetra A50179 (1-12" LP)

This LP features highlights from Puccini's "Madame Butterfly," performed by Clara Petrella and Ferruccio Furlanetto. The recording captures the beauty and emotional depth of this classical opera.

The following text is not legible due to the quality of the image.
CHICAGO—Some of Deed’s singing stars entertained at a benefit at the Veterans Hospital in Chicago recently. L. to R. standing are an unidentified girl, a patient, Buddy Charles, Len Colyer, Sig Sakowitz, a patient, and Don Talor. Bottom row: two patients in wheel chairs. Knelling: Rita Ralics.

Fraternity Sets
Canadian & Australian Distribution

CINCINNATI, OHIO—Harry Carlton, president of Fraternity Records, this week announced the launching of Marvel Records to handle his label in Australia and New Zealand, and Quality Records to press the Fraternity line in Canada.

The label is currently hot via Cathy Carr’s hit waxing of “Every Tower.” Though this is the first side that will go into the foreign markets, it is understood that future Fraternity releases will have the same foreign cover.

Carlton is at present negotiating for the English and European markets with details to be announced as soon as the contracts are signed.

Crewswitch Switch
TV Commercial Filming To Coas
Music Men Honor Bill Evans

CHICAGO, ILL.—Chicago music publishers and record company representatives held a breakfast at the Sheraton Hotel, this city, on February 24th, honoring disk jockey Bill Evans, who after thirteen years with station WGN in Chicago, shifted to radio station WIND. Above is he shown receiving a trophy and scroll as a memento of the occasion. Among Bill's friends who attended were:

Bottom Row (l. to r.): Jim Turner, Deed Records; Al Bellin, Music Publishers Holding Company; Sam Fox, Famous Music; Erwin Barg, Robbins, Pelst and Miller; Bill Evans; Rocko Rolf, RCA Victor; Jimmie Cairns, Broadcast Music and Bonnie Krull of Columbia Records.

Second Row (l. to r.): Barney Fields, Keith Music; Bob Cole, record promotion representative; Clarence Goldberg, Decca Records; Dick LaPalma, record promotion rep; Eli Phelps, Decca Records; Chuck Feel, MGM Records; and Vic Duncan, Republic Music.

Back Row (l. to r.): Ed Walker, Coral Records; Al Chapman, Decca Records, and Joe Cerami, Capitol Records.

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WE CAN SUPPLY ALL YOUR RECORD REQUIREMENTS—ALL SINGERS—ALL LABELS AT WHOLESALE COST PLUS SMALL SERVICE CHARGE. ALSO FREE TITLE STRIPS.

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“It's What's in THE CASH BOX That Counts”
Just As They Do It In The Columbia Picture ‘Rock Around The Clock’

FREDDIE BELL AND THE BELL BOYS

SINGING AND PLAYING

“DING DONG”

AND

“I Said It And I’m Glad”

WING 90066

MOVING UPWARD!

“The Man With The Golden Arm”

BUDDY MORROW

WING 90063

“I Don’t Want Nobody”

AND “Doot, Doot Dow”

BUDDY JOHNSON

WING 90064

“Baby Girl Of Mine”

AND “Flowers, Mr. Florist Please”

BOBBY SHARP

WING 90056

WING A SUBSIDIARY OF MERCURY RECORD CORPORATION
**“Juke Box Baby” Entries Pour In**

NEW YORK—With little more than a week remaining, entries continued to pour into the RCA Victor offices for the “Juke Box Baby” contest sponsored by RCA Victor through The Cash Box. Shown above are some of this week's returns.

The contest runs through March 26th and Victor is requesting entrants to rush their photos before the deadline date. Entries may be postmarked as late as Midnight of Monday, March 26th.

The contest is open to Juke box operators, one-stop operators and their youngsters—from tots to teens—and winners will be in line for one of the great prizes Victor is offering. First prize winner will be awarded a Wurlitzer “Centennial” model “1900” Juke Box plus a year's supply of Victor hits for 25 Juke boxes. In addition, the winner will appear on the cover of The Cash Box with Perry Como, who has one of the country's top recordings in the tune “Juke Box Baby”.

All entries must be submitted to “Juke Box Baby Contest”, RCA Victor Records, 155 East 24th St., New York 10, N. Y. Entries must be photographs, and all photos become the property of RCA Victor. The decision of the Judges will be final.

Other prizes include an RCA Victor kiddie phonograph plus a complete library of kiddie records and five additional prizes of complete phono-record library packages.

REMEMBER: YOU HAVE UNTIL MIDNIGHT OF MONDAY, MARCH 26th.

### Delaney-Ram Firm Sets Package Tour In Warner Theatres

NEW YORK—Joe Delaney has just returned to New York from a trip through Hartford, New Haven, Philadelphia and Detroit where he has made arrangements for a rock and roll record hour that will play 17 Warner Theatres starting April 2 and running through April 24.

The package show includes the Three Chuckles, Eddie Fontaine, the Penguins, Shirley Gunter, Arnold Dover, and a new group called the Block Busters. The Delaney-Ram Rock package will visit a number of cities which hitherto have not been included in rock and roll package tours. Bookings are being set by Associated Booking.

Local disk jockeys in the various cities will be featured as guest emcees and the entire tour will be coordinated with the artists' latest recordings.

### Jockey's Jail Stunt Helps Heart Fund

DAYTON, OHIO—Cell doors of the Montgomery County jail clanged shut behind the dejected figure of popular WONE disk jockey Jolly Rogers. The young jockey had been manacled by sheriff's deputies and dragged to the second floor cellblock where he was booked on charges of “failing to meet financial obligations”.

The complainant's name was listed as “Heart Fund.” And the entire affair was no gag.

Rogers, heard daily from 5 a.m. to 9 a.m. on “Breakfast with Wone,” had promised to collect the sum of $500 from his listening audience for the Heart Fund drive in Montgomery County. Each listener was asked to send a dime. The dimes poured in, but not fast enough. And by the deadline, the total of contributions stood at $280.

The American Heart Association, represented by publicity agent Joe Tinney of Dayton, appeared on Jolly's show at the campaign deadline to collect the $500. Meekly, Jolly handed over $280. “I guess I opened my big mouth,” he said.

Tinney, who was in no mood for jokes, stated: “I will swear out a warrant and have you jailed until you come up with the missing $280.”

The warrant was filed forthwith and Montgomery County Sheriff Bernard L. Keiter cooperated fully. But Jolly's listeners came through. When WONE returned to the air waves the next morning, the switchboards were swamped with calls from donors. Dollars poured in. At 7:30, just 12 hours after he was hauled off to the pokey, Rodgers was free again and the Heart Fund carried off its $500.

“I've learned to keep my big mouth shut,” says Jolly.

### Gray V. P. of WOR-TV

NEW YORK—Gordon Gray, v.p. and general manager of WOR and WOR-TV, will become vice-president and general manager of WOR-TV, effective April 15. The reorganization of the two stations was announced last week by Tom O'Neil, president of EKO Teleradio Pictures, Inc., parent company of the stations.

"It's What's in THE CASH BOX That Counts"
Victor Donates $1600
Hi Fi Set To N.Y. School

NEW YORK—Hi-fi went to high school last week to stay! Just like pencils and books and rulers and ink, a high fidelity playing and recording outfit became a regular instrument of learning at the High School of Music and Arts, Convent Ave. and W. 135th St.
The high fidelity set, valued at $1,600, was presented to the school last Wednesday following a discussion in the school auditorium of the growth and development of recorded classical music.
The presentation came in surprise-party fashion when three nationally known concert and recording artists, sitting unrecognized among the 1,000 students in the auditorium, suddenly were called to the stage by Alan Kayes, RCA Victor Record official. The three artists were Morton Gould, Zinka Milanov and Rise Stevens.
Gould made the presentation to the student body on behalf of his fellow artists and RCA Victor Records.
The sound system, which contains a tape recorder as well as phonograph and AM and FM radio, was accepted for the student body by 17-year-old Anne Drazen, president of the Music Honor League at the school. The gift was made to the school, Gould told the students, because "music is virtually the core of the curricula here."

The Grass Is Greener

NEW YORK—In a novel job switch that proves "The grass is always greener, etc." even in the record biz, Ken Luttman, promotion manager for Malverne Distributors, has asked that post to become an account executive in the Dick Gersh publicity and record promotion office. Mickey Wallach, who formerly held that spot, has replaced Luttman at Malverne.
Luttman broke into the music business in California doing promotion in that area for RCA Victor. Upon coming to New York he joined Malverne.
Mickey Wallach produced radio shows for Station WMGM, this city, before joining the Dick Gersh Office ten months ago.
Luttman will take a short vacation in Florida before taking up his new duties with Dick Gersh on March 26th.

Greta Keller On Dolphin

NEW YORK—Dolphin Records has released its fifth personality record album featuring a collection of songs by Greta Keller entitled "Twelve O’Clock, Music in a Midnight Mood." Miss Keller, long an internationally famous interpreter of songs, has recorded some of her numbers in this album in Europe with arrangements in the Viennese manner and others in New York to the accompaniment and arrangements of the Norman Paris trio. "Twelve O’Clock" is a collection of mood music in the intimate, continental manner for which Greta Keller is renowned.
Miss Keller’s origins are similar to those of Marlene Dietrich. They were associated early in their careers and began dancing at the same time. She is familiar to world wide audiences both through numerous recordings here and abroad, and performances ranging in locale from her own club in Switzerland to London, Paris and Vienna, to Rio and numerous cities in the States.
Currently she is fulfilling a night club engagement schedule which will take her to Cleveland, St. Louis, and Hollywood.
The 12” LP has a suggested list price of $4.98.
New York:
The response to "Territorial Tips" has been overwhelmingly gratifying. We have gotten just loads of letters commending The Cash Box for offering one of the most important services possible to the trade. What pleases us most is that not just one segment of the trade has commended us. We are grateful to all of you for your praise. We are especially proud of the letters from disk merchants, manufacturers, distributors and retailers. In fact, one retailer told us that whereas he had been unfamiliar with the craft he would start calling all the distributors to run it down, he found there were Territorial Tips and it is usually on the list. One distrob told us he checked a retailer with the "Tips" and found it was one of his own big sellers. These reactions are complete proof of what a Territorial Tip is that it will also have the benefit of the promotion that will mushroom sales.

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Disk Jockey Meeting

NEW YORK—At the recent meeting held in Tommy Smalls’ “Smalls’ Paradise” the last week in February, at which about 20 R&B jockeys from all over the country attended and launched a national organization, Norman Orleck, The Cash Box, is shown above congratulating Jack Gibson (WEQD-Atlanta, Ga.) on his election to the presidency. Flanking Gibson are: left, Ken Knight (WRHC-Jacksonville, Fla.) vice-president; and right, Tommy Smalls (WWEL-Weeds- side, L. I., N. Y.). A national meet has been set for Chicago, May 15th through the 20th.

John Burton Buys Parrot, Blue Lake

CHICAGO—John Burton, music publisher and an attorney in this city, has taken over full ownership of the Parrot and Blue Lake labels. The Burton Ltd. publishing concern is seven years old. It has been associated with Chess and Checker.

“Last year,” according to Burton, “our top hit was ‘Every Day (I Had The Blues)’. Burton was also associated at one time with Gene and Harry Goodman in Are Music, which published such tunes as ‘Maybelle’ and ‘Sincerely’.

Burton plans greater growth for Parrot and Blue Lake. More artists are to be signed. Heaver promotion is reported to be in the offering.

Utal Buys Buchanan’s Interest In Monument

NEW YORK—Larry Utal announced this week that he has purchased Bill Buchanan’s interest in the Monument and Dover Music Publishing Companies and is now sole owner of both firms.

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THE CASH BOX

R & B SURE SHOTS

The Cash Box R&B "Sure Shots" highlight records which reports from retail dealers and juke box operators throughout the nation indicate are either already beginning to sell in quantity or else give every sign of doing so.

"LONG TALL SALTY"
Little Richard 3/24 Specialty 572

"CHURCH BELLS MAY RING"
Willows 2/18 Melba 102

Disk Stars Fight Delinquency

NEW YORK—On February 27th the B'Nai Brith sponsored a West Side dance for the local teenagers at the Joan of Arc Junior High School on 93rd Street. Artists shown above contributed their services in order to help the fight against juvenile delinquency. In the top picture are seen the Johnny Conquest band with Johnny standing next to Dick Sugar, holding the miles WVBD-New York disk jockey who mad the show. Conquest reports for Rainbow Records. The center picture shows the Hearts, Baton Records, in action; and the bottom pic is a shot of young Frankie Lyman and the Teenagers singing their national hit, "Why Do Fools Fall in Love".

THE CASH BOX

Rhythm 'N' Blues Disk Jockey
REGIONAL RECORD REPORTS

Pepa Stoppa
WJME—New Orleans, La.
1. Why Do Fools Fall In Love (Teenagers)
2. Blue Suede Shoes (C. Perkins)
3. My Love (Teenagers)
4. Church Bells May Ring (Doris Williams)
5. That's Your Mistake (Doris Williams)
6. Winner Take All (Platters)
7. Sister Jenny (Johnny Fuller)
8. Stormy Weather (Leaders)
9. Bo Weevil (Fats Domino)
10. Honey Bee (Cuts)

Baron Be-Bop
WGQ—Norfolk, Va.
1. Why Do Fools Fall In Love (Teenagers)
2. Great Pretender (Platters)
3. Devil Or Angel (Covers)
4. Turti Fruiti (Little Richard)
5. Driven In My Own Tears (Ray Charles)
6. Bo Weevil (Fats Domino)
7. Seven Days (Clyde McPhatter)
8. Eddie My Love (Teenagers)
9. Nobody Loves Me (Leaders)
10. Jit's Around (Fats Domino)

Chuck Wilson
WGVP—Beaver Falls, Pa.
1. How Do You Feel (Eddie Ray)
2. Eddie My Love (Teenagers)
3. A Tear Fall (Woman's Hour)
4. Devil Or Angel (Covers)
5. Turti Fruiti (Little Richard)
6. Speedo (Cee Cee)
7. Cry Baby (Bonnie Sisters)
8. Don't Blame It On Me (Fats Domino)
9. Down In Mexico (Coasters)

George Fennell
WHTL—Medford, Mass.
1. Why Do Fools Fall In Love (Teenagers)
2. Blue Suede Shoes (C. Perkins)
3. My Love (Teenagers)
4. Church Bells May Ring (Doris Williams)
5. That's Your Mistake (Doris Williams)
6. Bo Weevil (Fats Domino)
7. Stormy Weather (Leaders)
8. How Soon (Jacks)
9. I Don't Want Nobody (Ella & Buddy Johnson)
10. Crazy Little Palms (Billy Williams)

Ken Malden
WEBS—Boston, Mass.
1. Why Do Fools Fall In Love (Teenagers)
2. Blue Suede Shoes (C. Perkins)
3. Mary Lee (Rainbows)
4. Eddie My Love (Teenagers)
5. That's Your Mistake (Doris Williams)
6. Bo Weevil (Fats Domino)
7. Stormy Weather (Leaders)
8. How Soon (Jacks)
9. I Don't Want Nobody (Ella & Buddy Johnson)
10. Crazy Little Palms (Billy Williams)

Mike Hobbs
KDAY—Lubbock, Tex.
1. Why Do Fools Fall In Love (Teenagers)
2. Devil Or Angel (Covers)
3. I Was The One (F. Presley)
4. Money Down (C. Berry)
5. Seven Days (Clyde McPhatter)
6. Jit's Around (Fats Domino)
7. Bo Weevil (Fats Domino)
8. Driven In My Own Tears (Ray Charles)
9. Blue Suede Shoes (C. Perkins)
10. Speedo (Cee Cee)

Chuck Harkins
KTHE—Thermopolis, Wyo.
1. Seven Days (Snaky Lamon)
2. Turti Fruiti (Little Richard)
3. Bo Weevil (Fats Domino)
4. Blue Suede Shoes (C. Perkins)
5. Eddie My Love (Teenagers)
6. Why Do Fools Fall In Love (Gale Stone)
7. Bo Weevil (Fats Domino)
8. Driven In My Own Tears (Ray Charles)
9. I Don't Want Nobody (Ella & Buddy Johnson)
10. Crazy Little Palms (Billy Williams)

ORDER YOUR RECORDS FROM
A.B.'s ONE STOP
2854 W. ROOSEVELT RD., CHICAGO 12, ILL.
(All Phones: NEvada 8-2130)
Get Quicker Delivery! Get Finer Service! Get Closer Cooperation! Get Satisfied!

A SMASH in POP and R&B
The Cleftones
singing
"LITTLE GIRL OF MINE"
GEE 1011
b/w "You're Driving Me Mad"
GEE 220 WEST 42nd STREET,
N. Y. C., N. Y. WI 7-6652

"It's What's in the CASH BOX That Counts"

March 24, 1956
NEW ON GROOVE

A GAMBOLER'S PRAYER
b/w The Thrill Is Gone
TOMMY BROWN
G/A4-0143

MUMBLES BLUES
b/w Wait Till Next Week, Baby
BIG CONNIE
G/A4-0142

WHY DO FOOLS FALL IN LOVE
Teenagers
G/A4-0146

EDDI MY LOVE
Teen Queens
G/A4-0148

DEVIL OR ANGEL
Chanters
G/A4-0152

CHURCH BELLS
MAY RING
Williams
G/A4-0158

DROWN IN MY OWN TEARS
Teenagers
G/A4-0160

AIN'T THAT LOVIN' YOU BABY
Jimmy Reed
G/A4-0164

BLUE SUEDE SHOES
Carl Perkins
G/A4-0164

SMOKESTACK LIGHTNING
Cocker
G/A4-0168

WHO
Ozzie Wellington
G/A4-0172

EDDI MY LOVE
Teen Queens
G/A4-0176

THE GIVE PRETENDER
Plotters
G/A4-0180

YOU'RE THE ONE
Johnny Bagot
G/A4-0184

SPEEDO
CCs
G/A4-0188

COME UP STRONG!

LAVERN BAKER'S
"MY HAPPINESS FOREVER"

ATLANTIC 1087

The Top Ten Tunes Netting Heavyest Play, Compiled From Reports Submitted Weekly To The Cash Box, By Leading Music Operators In New York City, Chicago and New Orleans.

1. WHY DO FOOLS FALL IN LOVE
Teenagers
(Gen 1002)
2. EDDI MY LOVE
Teen Queens
(RPM 432)
3. DROWN IN MY OWN TEARS
Teenagers
(Atlantic 1052)
4. DEVIL OR ANGEL
Chanters
(Atlantic 1081)
5. BLUE SUEDE SHOES
Carl Perkins
(Sun 254)
6. SMOKESTACK LIGHTNING
Cocker
(Chess 1678)
7. WHO
Ozzie Wellington
(Cocker 833)
8. EDDI MY LOVE
Teen Queens
(RPM 435)
9. YOU'RE THE ONE
Johnny Bagot
(Chess 1616)
10. SPEEDO
CCs
(Chess 785)

NEW YORK CITY
CTCAG

IN CHICAGO

IN NEW ORLEANS

IN CLEVELAND

IN NEWARK

IN SAN FRANCISCO

THE CASH BOX

"Only those records best suited for commercial use are reviewed by THE CASH BOX."
**NEW RELEASE!**

**"TELL IT LIKE IT IS"**

Louis Ogeltree

BLUE LAKE £ 118

BLUE LAKE RECORD CO.
32 NO. STATE ST., CHICAGO 2, ILL.

SAVOY SAVOY

SAVOY RECORD CO.
35 MARKET ST., NEWARK, N.J.

SAVOY SAVOY

CASH BOX'S AWARD OF THE WEEK RECORD!

Happy NAPPY BROWN

"OPEN UP THAT DOOR"

SAVOY 1187

SAVOY SAVOY

SAVOY RECORD CO.
35 MARKET ST., NEWARK, N.J.

SAVOY SAVOY

THE GREAT PRETENDER Platters
(Mercury 70753)

EDDIE MY LOVE
Teen Queens (Imperial 3735)

THE GREAT PRETENDER Platters
(Mercury 70753)

BO WEEVIL Fats Domino (Imperial 3735)

EDDIE MY LOVE
Teen Queens (RPM 453)

DROWN IN MY OWN TEARS
Ray Charles (Atlantic 1085)

NEED YOUR LOVE SO BAD
Little Willie John (King 4881)

DOWN IN MEXICO
Carl Perkins (Sun 2384)

THE GREAT PRETENDER Platters
(Mercury 70753)

BO WEEVIL Fats Domino (Imperial 3735)

BLUE SUEDE SHOES
Carl Perkins (Sun 2384)

THE GREAT PRETENDER Platters
(Mercury 70753)

EDDIE MY LOVE
Teen Queens (Imperial 3735)

EDDIE MY LOVE
Teen Queens (RPM 453)

DEVIL OR ANGEL
Clairvoyant (Atlantic 1083)

AINT THAT LOVIN' YOU BABY
Jimmy Reed (Sun 314)

SMOKESTACK LIGHTNING
Howlin' Wolf (Chess 1638)

TUTTI FRUTTI
Little Richard (Specialty 607)

DEVIL OR ANGEL
Clairvoyant (Atlantic 1083)

JIVIN' AROUND
Ernie Freeman (Cash 1017)

GREAT NEW SONG!

**"PLEADIN' FOR LOVE"**

b/w

"YOU'LL NEVER, NEVER KNOW"

by LARRY BIRDSONG

EXCELSO £ 2785

SPIRITUAL:

**"MY JOURNEY HOME"**

b/w

"HALLELUJAH"

by EDNA GALLON COOKE

NASHBORG £ 374

REALLY POWERFUL . . .

**"BEYOND THE CLOUDS"**

b/w

"FOOLISH ME"

by JOHNNY BRAGG

EXCELSO £ 2789

WRITE WIRE PHONE

NASHBORG RECORD COMPANY, INC.
177 3rd Ave., NASHVILLE, TENN.

(Phone: Chapel 2-2215)

**NEW RELEASE!**

**"MISTREATING ME"**

b/w

"PEG-LEG WOMAN"

by WILLIE KING

with the Ika Turner Band

VITA £ 123

VITA RECORDS
1486 N. FAIR OAKS AVENUE
PASADENA, CALIFORNIA

**WHO**

by LITTLE WALTER

CHECKER £ 833

REPUBLIC RECORD CO.
4755 S. COTTAGE GROVE AVE
CHICAGO 11, ILLINOIS

"It's What's In THE CASH BOX That Counts"
HARMONICA SLIM (Aladdin 317)
D "MARY HELEN" (1:55) [Aladdin BMI—Harmonica Slim] Harmonica Slim bounces through a middle beat romance. Slim is in misery as he sings of woman woes.
B [Aladdin BMI—Harmonica Slim] Slim wails a middle beat blues with its strongest appeal aimed at the country markets.

THE JOYTONES (Roma 3022)
B "YOU JUST WON'T TREAT ME RIGHT" (2:41) [H & C Music—Briere Jr., White] The Joytones romp gaily through a light-hearted romantic jump with a zesty vocal that can go either r & b or pop.
B "ALL MY LOVE BELONGS TO YOU" (2:41) [Kahl Music BMI—Briere Jr., White] The Joytones blend sweetly on a ballad jump. It is a melodic item given a smart reading. Could get action.

JOE SMITH (King 9012)
B "DEDICATED TO YOU" (2:44) [Guild BMI—Morgan, Bowers] Joe Smith makes his record debut with King, singing a slow ballad blues with an effortless style that makes pleasant listening.
B "SHORT WALK" (2:28) [Guild BMI—Morgan, Smith] Smith’s relaxed style is again in evidence as he waxes an easy rhythmic ditty. Intimate, warm vocalizing.

5 CAMPBELLS (Music City 794)
B "MORRINE" (2:38) [Gation BMI—Campbells, Gation] The 5 Campbells drift through a slow beat ballad. The Campbells handle the romantic effect with finesse.
B "HEY BABY" (2:59) [Gation—Campbells, Gation] The group jumps on the flip. A quick beat rocker that has the teenage appeal.

CHIRS POWELL (Groove 0144)
B "THE POOR PEOPLE OF PARIS" (2:40) [Connolly Music ASCAP—Monnet] Chris Powell treats the pop hit with a wonderful reading that will please Powell fans. It cannot make a real dent in the market but will certainly pick up some action.
B "MORITAT" (2:17) [Harms ASCAP—Well, Brecht] Similar comments. Two good catalogue sides. Both are chill treatments deliciously done.

LITTLE TOMMY BROWN (Groove 014)
B "A GAMBLER’S PRAYER" (2:38) [Winston Music BMI—Brown, Kirkland] Little Tommy Brown does a pop treatment of a folk type ballad with a country flavor. It is a complete switch from his previous release, "Don’t Leave Me".

THE CASH BOX AWARD O’ THE WEEK

**LONG TALL SALLY** (2:07)
Venice BMI—E. Johnson

**SILLIPIN’ AND SLIDIN’** (2:10)
Venice BMI—R. Penniman

LITTLE RICHARD (Speciality 372)

- Little Richard, posed with the tough problem of topping "Tutti Frutti", has gone out and done it with two great sides. In "Long Tall Sally" the chanter shouts out a wild, driving jump with just about the craziest lyric and Richard’s participation makes the song. This one has it made. One problem might be the radio censor. The flip, "Sillipin’ and Slidin’" is another excellent etching. It is a rhythm middle beat, more conventional in nature, e.g. an exciting side that can make it if the "Sally" side does not prove too wild. Watch "Long Tall Sally" for a jet-like takeoff.

**LITTLE GIRL OF MINE** (3:00)
Kahl BMI—Goldner, Cox

**YOU’RE DRIVING ME MAD** (2:40)

THE CLEFTONES (Gee 1011)

- The Cleftones follow up their regional hit, "You Baby You", with another that looks like it will build even beyond the group’s initial wax. "Little Girl Of Mine" is a swinging middle beat, that will titillate. Deck gets right into the eardrum with a gimmicked beginning that is simple but effective. The group is really moving on this side and it bears every promise of being a big one. Watch it very closely. The flip, "You’re Driving Me Mad", is another fine reading by the Cleftones. It is a slow, rhythmic ballad, extremely well handled, but which falls just short of "Little Girl" materialwise. Don’t get caught short on "Little Girl Of Mine".

BEE BEE QUEEN (Hull 2009)
B "QUEEN BEE" (2:50) [Keel BMI—Smith, Miller] Bee Queen bolts a strong rhythmic ditty with a melody in which the throat describes herself as the “queen bee” looking for a bee to share her throne. Deck is alive, Bee Queen gives it a real solid reading, and the overall effect is strong.
B "YOU MADE ME DO IT" (2:45) [Keel BMI—Miller, Smith] Bee Queen sings a slow blues with deep feeling. Ok waxing emotionally performed.

THE CARPET (Federal 12257)
B "DO THE DANCE" (2:55) [Arno BMI—The Carpet] The Carpet blend on a slow rhythmic blues ballad that is a moving side.
B "LET HER GO" (2:55) [Arno BMI—James Gadsden] The lady beauty that the Carpet performs is a flamy item with the excitement the market demands.

CHUCK HIGGINS (Boron 137)
B "THE ITCH" (2:26) [Dootzie Williams BMI—Chuck Higgins] Chuck Higgins turns in an instrumental wax that has lots of excitement and appeal. This deck will make good programming and should excite the instrumental buyer.
B GAMBLING WOMAN (2:29) [Dootzie Williams BMI—Jaxon Darnell] Frank Dunn vocals the story of the gambler’s woman who loses all his dough. It’s a fast beat jump the kids can rock to.

FREDIE BELL AND THE BELL BOYS (Wing 90066)
B "DING DONG" (1:55) [Mayers ASCAP—Bell, Lattanzo] Freddie Bell and The Bell Boys rock out with a quick beat jump ditty that drives. Bell plays this item in the Flppy flip, "Rock Around The Clock". Should get a good action based on their treatment and the exposure that will result from the picture. Exciting deck.
B "I SAID IT AND I’M GLAD" (2:25) [Admont Music ASCAP—Wayne Frisch] Bell and the Bells back with a rhythmic jump cha cha the kids will take to. Good coupler.

THE ROBINS (Whippet 100)
B "CHERRY LIPS" (2:01) [Lanor BMI—Scott] The Robins offer their first on the new label and it is a potent bow. A cute bouncer with a couple of happy nymphs and an easy to listen to melody. Should definitely make noise. A good bet for a pop drive.
B "OUT OF THE PICTURE" (2:29) [Lanor BMI—Roth, Lubin] The Robins back upper is a middle beat novelty cha cha very well done. Good dance wax that should aid the overall sales.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
“ARE YOU EVER COMING BACK” (2:38)  [Jay & Cee BMI—Willie John]  
“TERRITORIAL TIPS”  [Listed Alphabetically]  

The Cash Box “Territorial Tips” chart highlights Rhythm and Blues records showing regional action, which have not yet appeared in the national top 15.

A TEAR FELL  
Ivy Joe Hunter (Atlantic 3086)  
CHURCH BELLS MAY KING  
Willie (Mokie) 102
CRAZY LITTLE PALACE  
Billy Williams Qt. (Coral 61576)  
CRAZY LOVE  
Royaltone Old Town 1018  
DALRING HOW LONG  
Heartbott  (Hall 713)  

Did You Ever Love A Woman  
LET’S DO THE BOOGIE  
B.B. King (RPM 457)  
DOWN IN MEXICO  
Cooters (Atlantic 6064)
FINE LITTLE HEALTHY THING  
Billy Emerson (Sun)  
HEY DOLL BABY  
Clavers (Atlantic 1059)
I'M WISE  
(Daddy Sam)  
HAPPY TEARS  
Eddie Bo (Apollo 446)  
IVORY TOWER  
Olive Williams (Deluxe 6093)  
JUST MADE TWENTY-ONE  
Lightnin' Slim (Excello 2075)
LIL TIPA-TINA  
Five Swans (Music City 795)  
LITTLE GIRL OF MINE  
Clothfins (Go 1011)  
LONG TALL SALLY  
Little Richard (Specialty 572)
LOST DREAMS  
Ernie Freeman (Imperial 5381)
MUMBLES BLUES  
Bobby Lewis (Apollo 394)  
MY BIGGEST MISTAKE  
Joe Tex (King 4884)
ONE MORE MILE  
Joe Backner (Vee-Jay 172)  
ONE NIGHT  
Smiley Lewis (Imperial 5380)

PLEASING IN LOVE  
Larry Birdsong (Excello 2076)
PLEASE, PLEASE, PLEASE  
James Brown (Federal 12258)
SISTER SOOKY  
Turbans (Herold 445)  
SITTIN’ IN THE DARK  
Niggy Brown (Haverly 1776)  
SO WRONG  
Jacks (RPM 454)  
THAT’S WHAT I’LL DO  
A LITTLE WORD  
Shirley & Lee (Aladdin 3312)
THAT’S YOUR MISTAKE  
Olive Williams (Deluxe 6091)
TRY ROCK AND ROLL  
Bobby Mitchell (Imperial 5387)
WHEN YOU’RE ALONE  
Ducks (Imperial 514)  
WINNER TAKE ALL  
The Magic Touch (Platters 70819)  
WHY  
It Ain’t Right  
Little Walter (Checker 833)

THE CASH BOX TALENT  
YOU'RE THE ONE  
Jimmy Rogers (Chess 1616)

LITTLE HANK  (Rhythm & Range 101)

“CHRISTINE” (1:58)  Little Hank drives at breakneck speed on a bounce that has the pop feeling. It is a wild beat story of the jailer looking for his baby, Christene, to put up his bail. She has left him and he pleads with her to come back to him.

“THE HOUSE OF PINK LIGHTS” (1:51)  Little Hank chants a middle beat rocker that maintains a driving tempo. It is an ok jump side for the energetic kids.

JOHNNY MOORE’S BLAZERS  (Hollywood 1056)

“NEXT TIME WE MEET” (2:20)  Johnny Moore’s Blazers, with vocal by Frankie Ervin, offer a slow paced ballad. A soft lights waxing with pop appeal.

“TIPS” (2:50)  [Golden State BMI—Williams]  On the flip the boys up the tempo for a pleasant etching. Too routine for real action.

LITTLE WILIE JOHN  
(King 4893)  

LITTLE Willie John, coming off two straight hits, “All Around The World” and “Need Your Love So Bad”, is offering a two sider that is all powerful. Are You Ever Coming Back? is a slow, rhythmically wailed by Little Willie John with all the ammunition packed into his powerful lungs. The shouter is done in the dumps, having been left high and dry by his baby. Strong side. The coupling, “I’m Stickin’ With You Baby”, is equally as effective. It is a middle beat jump in which Willie John proclaims his adhesive qualities with a Koch of catchy similies. Deck rocks. Two good sides, either of which can make it big.

“HOW I FEEL” (2:05)  [Reece Music BMI—Bartholomew, King]

“DON’T PITY ME” (2:00)  [Commodore BMI—Durand]

CHUCK CARBO AND THE SPIDERS  
(Imperial 1055)  

Chuck Carbo and The Spiders etch a country flavored rock, “How I Feel”, that is very pop styled. Deck is a guy, romantic effort that Carbo handles like a country, western item. It has many familiar moments and a gimmicked arrangement. A side to be watched very carefully. The flip, “Don’t Pity Me”, is a melodic blues ballad, tastefully sung by Carbo and The Spiders. It is sensitive, warm and treated with a casual vocal. However, it is “How I Feel” that looks like the chart contender.

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JIMMY WRIGHT  
(De 1006)  

“LILY MAEBELLE MAMBO” (2:45)  [Kahl BMI—Barrett, Vasto, Briggs]  The Wright hand treats the r & b hit to a mambo arrangement and the offering aimed at the Latin American market could pick up additional action for the tune.

“MOVE OVER” (2:44)  [Kahl BMI—Wright, Golden]  Another instrumental in a wild, hard driving side. Deck is wild and fast with a real swinging horn. Exciting.

THE TURKS  (Money 215)  

“TIPS” (2:40)  [Cash Songs BMI—Catherine Hodge]  The Turks’ newest is a middle beat bounce ballard that has the beat, the treatment, and the melody to grab off a big piece of the sales pie. Stay close to this romantic offering. It could be a money maker.

“I’VE BEEN ACCUSED” (2:41)  [Cash BMI—Green, Gray]  The Turks bounce rhythmically through a middle beat ditty. Ok treatment of a fair piece of material. Ernie Freeman backs on both decks.

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”  

“IT'S WHAT'S IN THE CASH BOX THAT COUNTS”
A DIRECT HIT!

"I'VE GOT #5 AND IT'S SATURDAY NITE" *

and

"YOU'RE STILL MIN" #3369

by

Faron Young

The Young Sheriff, and His Country Deputies

published by PEER INTERNATIONAL 1619 Broadway, N. Y.

FARON YOUNG is currently starring in the new Republic Picture "HIDDEN GUNS", showing in the leading theatres around the world.

THE CASH BOX

COUNTRY DISK JOCKEY

REGIONAL RECORD REPORTS

BILL BENTLY

KSTV—Stephenville, Texas
1. Season Of My Heart (Newman)
2. Let's Stay Together (Newman)
3. Baby, Why (G. Jones)
4. For Me and My Baby (G. Jones)
5. Not A笼罩 (Lee & Terry)
7. Tennessee Teddy (Rabbit)
8. You'll Be Sorry (Rabbit)
9. To Love Or Be Loved (L. Thompson)
10. Trouble In Mind (Arnold)

TOM EDWARDS

WERE—Cleveland, Ohio
1. Blue Suede Shoes (Parker/Prestley)
2. What Would You Do? (Porter/Wagner)
3. I Was The One (Porter/Prestley)
4. I Don't Believe You've Met My Baby (Ivor)
5. Not Anymore (Lee & Terry)
6. Yes, I Know Why (Pierce)
7. A Good Woman's Love (Max Wissman)
8. I've Got A Feelin' (Young)
9. Why, Baby, Baby (Lee & Pierre)
10. Mail Order From Heaven (Max Wissman)

SHERIFF "TEX" DAVIS

WCMS—Norfolk, Va.
1. Meet Me In The Chapel (Young)
2. Heartbreak Hotel (E. Presley)
3. Am I Blue (Lee & Terry)
4. Yes, I Know Why (Pierce)
5. You're Free To Go On The Hog (Max Wissman)
6. Little Rose (G. Jones)
7. The Dying Of The Light (Pierce)
8. Where Did The Sunshine Go? (Jimmie Skinner)
9. Who Would You Do Me (Young)
10. Blue Suede Shoes (Parker)

BOB JENNINGS

WLAC—Nashville, Tenn.
1. What Would You Do (Pierce)
2. I Don't Believe You've Met My Baby (Loving)
3. I Want To Be Loved (Pierce)
4. Not Anymore (Lee & Terry)
5. You're Free To Go On The Hog (Max Wissman)
6. Where Did The Sunshine Go? (Jimmie Skinner)
7. Baby, I Know Why (Pierce)
8. Elvis! High On The Hog (Max Wissman)
9. Dark As A Dagon (Gors)

JIMMIE WILLIAMS

WNOB—Newport, Ky.
1. I'll Miss You (Rose Madison)
2. Where Did The Sunshine Go? (Jimmie Dickens)
3. Dark As A Dagon (Moore)
4. I Don't Believe You (Max Wissman)
5. My Suspicious Mind (Williams)
6. Where Did The Sunshine Go? (Jimmie Skinner)
7. Let's Stop, Pizza Our Hearts (Brown)
8. I'll Miss You (Dempsey/Parley)
9. I Don't Believe You (Cash)
10. I Tried & I Tried (Wheeler)

CLIFF RODGERS

WHKX—Akron, Ohio
1. You Know Where God Lives (Eddy Arnold)
2. Where Would You Do (Porter/Wagner)
3. These Hands (Dickson)
4. Southern Fried Kisses (Ginsington)
5. You And Me (Wells & Wolfe)
6. So Doggone Lonesome (Cash/Tabb)
7. I've Got Five Dollars (Young)
8. Blackboard Of My Heart (Stok Thompson)
9. Eat, Drink & Be Merry (Wagner)
10. That's A Sad Affair (Reeves)

TOM PEARS

KYOL—Lafayette, La.
1. Not A笼罩 (Lee & Terry)
2. Why, Baby, Why (Pierce & Pierce)
3. I'll Miss You (Porter/Prestley)
4. You And Me (Wells & Wolfe)
5. I Want To Be Loved (Lee & Cooper)
6. Baby, Baby (Ruffin)
7. Thank God (H. Williams)
8. Heart Of All My Heart (Thompson)
9. Me, My Baby (Pierce)
10. Meet Me In The Chapel (Shore)

HERMAN COLEMAN

WAGR—Birmingham, Ga.
1. You And Me (Wells & Wolfe)
2. I Want To Be Loved (Pierce & Pierce)
3. So Doggone Lonesome (Cash)
4. Blood Suede Shoes (Parker)
5. I've Changed (T. Smith)
6. Tennessee Teddy (M. Robbins)
7. Love, Love, Love (Rolph)
8. I Don't Believe You (Max Wissman)
9. I'm Sorry (Eddy Arnold)
10. Heartbreak Hotel (E. Presley)

JEROS RION

KSTL—St. Louis, Mo.
1. That's The Way We'll Sing It (Sharpe/Young)
2. Why, Baby, Why (Pierce)
3. Heartbreak Hotel (Presley)
4. You're Free To Go On The Hog (Max Wissman)
5. Side Of Town (Wells)
6. So Doggone Lonesome (Cash)
7. I Want To Be Loved (Lee & Cooper)
8. Easy On The Hog (Max Wissman)
9. I'm Excin' High On The Hog (Max Wissman)
10. Take A Look At My Darlin' (George & Earl)

HENRY TUCK

WKEY—Reidsville, N. C.
1. Why, Baby, Baby (Pierce & Pierce)
2. I Don't Believe You've Met My Baby (Loving)
3. You're Free To Go On The Hog (Max Wissman)
4. Mail Order From Heaven (Newman)
5. Eat, Drink & Be Merry (Wagner)
6. Where Did The Sunshine Go? (Jimmie Pierce)
7. I Don't Believe You (Cash)
8. Dark As A Dagon (Gors)
9. That's The Way We'll Sing It (Sharpe/Young)
10. If You Were Mine (Reeves)

HAPPY HOLLY HOFBURG

KGLX—Twin Falls, Idaho
1. Red Suede Shoes (Parker/Wagner)
2. Run Ray (Ray Price)
3. You're Free To Go On The Hog (Jimmie Dickens)
4. Sixteen Tons (E. Ford Price)
5. Three Stakes (Ford Price)
6. I'll Cry Tomorrow (Main)
7. Why, Baby, Baby (Wells & Wolfe)
8. Where Did The Sunshine Go? (Jimmie Skinner)
9. Where The Idaho Potatoes Grow (Lee Moore)
10. Where Do We Go From Here (Marvin Rainwater)

SLEEPYHEAD CLIFF

KASA—Bismarck, N. D.
1. You're Free To Go On The Hog (Cash)
2. You're Not Play Love (Lee & Terry)
3. I Don't Believe You (Wells & Wolfe)
4. Big Hearted Joe (Lincoln Broc)
5. We Make A Lively Couple (Lee & Terry)
6. For Rent (Sonny James)
7. Heartbreak Hotel (Presley)
8. Let's Stay Together (Lee & Pierre)
9. Blue Suede Shoes (Parker)
10. Glad Rags (Jimmy Dean)

JIMMY HUTSELL

WLAR—Athens, Tenn.
1. These Hands (Hank Snow)
2. That's A Lovely Woman (B. Smith)
3. New Robes (Porter/Prestley)
4. For Rent (Sonny James)
5. Heartbreak Hotel (Presley)
6. Baby, Baby (E. Arnold)
7. So Doggone Lonesome (Cash/Tabb)
8. Love, Love, Love (Rolph)
9. That's A Sad Affair (Reeves)
10. Stay Away (M. Martin)

ATTENTION DEEJAYS, PROGRAM DIRECTORS, LIBRARIANS—Please keep us constantly informed of any changes in call letters or titles.

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
HOLLYWOOD, Cal.—Hank Thompson this week released a copy of letter he wrote to James C. Petrillo of the American Federation of Musicians protesting a decision concerning him. Below is the letter in full:

Dear Sir:

I sincerely hope that this letter is read by you personally. I believe you to be a fair and just man and sincerely concerned with the members of the Federation. I do not believe you, personally, would concur with the decision of the board in my case, No. 64, 1955-56. However, your office has denied an appeal.

Needless to say, I am very embittered by this treatment. I have my own testimony and affidavits of four of my musicians plus the taped telephone conversation of the new owner of Club 31 proving that Mr. Ott's claims were mostly exaggerations, speculations, and in many parts falsehoods. I also pointed out that the contract issued and signed by Associated Booking Corporation on this job was an error on their part as to the number of men, for my manager gave Mr. Ott, in the capacity of Associated Booking the correct number and names of the men for this job. We also had presented understanding that Bannister that when he issued a contract, he was to explain our being a Western band and the songs and methods of our performance so there would be no misunderstanding with the promoter.

I violated no by-laws of the Federation. Yet, by some obscure method the board has seen fit to disregard my statements and that of my band members and award Mr. Ott the ridiculous amount of $1378.21 for "damages and claims."

Further, I do not believe anyone in any profession has to tolerate rudeness, insults, and profanity to him and his employees in order to do a job. This was one reason I refused to play the job. The other reason was that Mr. Ott gave me reason to believe that he would not pay me anymore. I do not believe that I was wrong and under the same circumstances I will pursue the same course of action.

The irony of this situation is that had I filed a claim and had won, I would have collected nothing. Mr. Ott is not in business any more. In the past my claims on bad debts and hot checks have never been paid, and yet these people continue to operate under either their own names or an assumed name.

I have a claim in at present against Fred's Barn of Dallas on a job December 16, 1955, for a direct non-compliance of contract and failure to pay. The club is still operating using Union musicians and I have not collected my money.

It would appear that the Union is for the protection of everybody but the musician.

Enclosed is my check to add along with the thousands of dollars I have already paid in surcharges, petty fines, and dues. I cannot feel that this money has been well spent.

I do not write this as a sarcastic retaliation, but rather to try to call to your personal attention what I believe to be an injustice. My hopes are that you may be able to rectify some of the inconsistencies prevailing in our Federation.

Sincerely yours,

HANK THOMPSON

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Allbritten Named Country A&R Head of Paramount

NEW YORK—Sam Clark, president of A.M.P.A.R. Record Corporation, manufacturer of the ABC-Paramount label, announced last week that Dub Allbritten will handle the A&R department of ABC-Paramount in the country and Western field. Allbritten has had many years in the country field as a promoter, personal manager and booker; his last connection being personal manager of Red Foley for approximately two years. Allbritten will headquarter in Nashville, Tenn.
**JIMMIE WILLIAMS**
Singing star on WWVA's "World's original network" signs with MGM

**"MY SUSPICIOUS MIND"**
BY "GO AHEAD & MAKE ME CRY"

NEWS that's UP-TO-THE-MINUTE REVIEWS of the LATEST RECORDS
CHARTS compiled EVERY WEEK
ADS from LEADING RECORD FIRMS, ARTISTS and PUBLISHERS
Every Week In THE CASH BOX ALL POR ONLY $15. PER YEAR
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FIRM NAME

ADDRESS

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Individual's Name

"Only those records best suited for commercial use are reviewed by THE CASH BOX"
Audrey Williams (MGM) debuts this week with another new release and one that could very easily bring Audrey much attention. Coupling is “Aint Nothing Gonna Be Alright” and “I Love That Woman.”

According to their manager, Preston Temple, the Lounib Brothers have been busy with personnel changes. Bobby Tucker and Arlie Stadler are the new #1 pair in the Wilburn Brothers. Carlisle and the Carlises are off to the rock 'em and sock 'em races with their current Mercury dixying of "Go-Go, Da-Da." This could be the solid hit that the group needs to put them right in the lead.

DAVE RICH (RCA Victor) turned in a very successful appearance at the Big "D" Jamboree recently. Appearing as special guest, Rich got over in a big way with recording of "I'm Glad" and "Darling, I'm Lonesome." Rich has caused several appearances in the music industry since his appearance on Victor only a few months ago. A forthcoming show on the "Ozark Jubilee" TV show from Springfield, Mo., is making while the talented country singer already has made his first "Opie" appearance.

Carl Perkins (Sun) regular cast member of the Big "D" Jamboree in Dallas, is currently engaged in a heavily popular series of personal appearances that have carried him into many states. With "Some of My Best Friends Are Country" and "In the Field..." Perkins will be in the Big "D" spotlight in the Spotatorium on March 31 when he returns from his tour.

Station WJWL, Georgetown, Delaware, recently brought in a new fund drive using of the Red Cross using live talent. Listeners who pledged were rewarded by Funky Bill Sellers and Ronnie Dace, who were awarded a new tuxedo and a $350 balance.

Bob Mark (MGM) says that the JIMMIE ROGERS broadcast from UKD-TV, Minneapolis, Minnesota, was recently the recipient of a "Minnie" award as the best male singer in the Midwest. The award was presented by the Advertising Club of Minneapolis and the American Federation of Television and Radio Artists to Minneapolis talent judged to be tops in their individual fields. Also receiving his Nestle's "Minnie" was the "best hillbilly-western personality.

Col. Tom Parker, currently has Elvis Presley on a tour of top theatres, following Presley's first appearance at the "Heartbreak Hotel." Presley and Tom Dinkin working the promotion on the road.

Johnnie and Jack, Kitty Wells and Roy Acuff continue to head up the field as top major personal appearance tours. Group is managed by Frankie More.

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This is the music system for displaying 45 RPM Single Tune Records. Here is your opportunity to program all current releases, popularity poll leaders and disc jockey favorites in the appropriate musical classifications.

This is the BIG PLUS of the Seeburg V-200. Much of the music listeners want to hear—show tunes, all-time favorites, classics and varieties—is available only on 45 RPM Extended Play Records. The Seeburg V-200 is the only music system that permits you to merchandise E.P. music on a sound economical basis.

ONLY THE SEEBURG V-200
PLAYS 45 RPM SINGLE RECORDS
AND 45 RPM E.P. RECORDS
WITH A SEPARATE CREDIT SYSTEM FOR EACH!
WASHINGTON, D.C.—Many surveys and predictions, from the businessman's viewpoint, have been made for 1956—all expressing optimism for the continuation of high prospects for the year. The results of the first survey of the consumer's outlook for 1956 “Survey of Consumer Finances” taken by the Federal Reserve Board, was released this week. Analysis of the survey brings to light that consumers feel better about the business outlook than ever, and this year's plan to buy record or near-record amounts of merchandise. The Federal Reserve summed up the findings this way: Preliminary results of the 1956 survey indicate that consumers view their current financial situation favorably, are optimistic about their own income prospects, and are very optimistic about prospects for general business conditions during the coming year.” It was pointed out that overall, this year's survey was the most optimistic since the series was started in 1949.

NEW YORK—We received a humorous story from one of our operators in the Southwest. Seems he has a location where many tough hombres characters congregate. The operator was making a collection one evening, when a free-for-all fight started. Chairs were flying, glassware shattering, and the milder customers took haven under tables, and others started running for cover in all directions. During the fracas, a big-looking man strolled in and leaned casually against the bar. Immediately all was quiet and serene. The operator walked over to the man and congratulated him on his nerve. “Oh, that's nothing,” said the man with a smile. “I'm quite safe. You see, I owe money to everybody in the place.”

MEXICO CITY, MEXICO—Anything that helps get the public coin machine minded is a step forward for those in our industry. So—we report that installation has been started for Mexico City's first coin telephones. The first group will consist of 4,000 telephones to be operated by 20-centavo coins.

DETROIT, MICH.—Did you hear about the fast thinking mechanic who married the operator's daughter, and now is part owner of the route? He won the girl's favor by sending her 25 roses on her 38th birthday!

Inquiries have been received asking The Cash Box, “What can we do that will stand out in a ‘good will winning campaign’ for our operators?”

One of the most outstanding and most important, as well as most effective good will winning campaigns that can be instituted by operators of every division of the industry in every community in the nation at this time are: “TEENAGE CANTEENS”.

Here is something that juke box, vending machine and amusement operators can join in to make outstanding and extremely successful in their communities.

By joining together for this one purpose, “TEENAGE CANTEENS,” these operators will win tremendously favorable goodwill for themselves from civic and social leaders, from the press, from radio and TV stations, from youth groups, from the general public, from all authorities.

This is a great, important and heartfelt movement. This is an absolute ‘natural’ for the coin machines industry. Not only the juke box, vending machine and amusement operators, but also their employees, wives and friends can join in to help combat juvenile delinquency in any community anywhere in the nation by the creation of “TEENAGE CANTEENS.”

All together, all of the industry, can help serve the teenagers. Juke box operators should come together to donate the phonograph and all the necessary recordings. Vending machine operators should donate the soft drinks, cookies, candies and other goodies. The amusement operators should install games and all other diversions for the teenagers.

Their employees, wives and friends should be on hand to serve and supervise the teenagers. The local newspapers, radio and TV stations, civic and social leaders, schools, PTA organizations, authorities, youth groups, should all be notified that the teenagers now have a gorgeous gathering place at the “TEENAGE CANTEEN.”

Any empty stores, the second floor of the neighborhood police station, any good spot, should be beautifully furnished, made extremely attractive, disk stars and disk jockeys brought in as guests, athletic leaders and great athletes introduced, interesting and marvelous activities planned. Dancing and more dancing to the juke box and the records the teenagers love. Recordings and albums of records should be given away and autographed by the recording artists when they are in town.

Cakes, cookies and other goodies can be easily supplied. The “TEENAGE CANTEENS” can become the greatest factors in the absolute defeat of juvenile delinquency anywhere in the nation.

There's just a tiny percentage of the teenagers in any community that are proved delinquent. But it is this percentage that is blackening the character and reputation of the rest of the community's teenagers. This small percentage can be brought into line. This small percentage can be wiped out completely.

This is the kind of good will winning campaign The Cash Box urges on one and all engaged, allied to, or in any fashion whatsoever, connected with the coin machines industry.

Now is the time, right this minute, to start a “TEENAGE CANTEEN” in every community in America.
MORE DISTRIBUTORS DRIVE FOR SHARE OF EXPORT MARKET

Leading Distributors Employ Linguists, Print Circulars and Catalogs Aimed at Obtaining Bigger Share of Export Biz. Many Plan European, Central and South American Trips as Export Market Proves Best Outlet for Refurbished and Revamped Equipment of All Kinds

CHICAGO—It has become extremely noticeable during these first months of 1956 that more and more distributors are arranging to obtain an ever larger share of the growing export market. Some distributors are employing linguists to help them to handle sales and inquiries more rapidly. Almost all are producing extremely fine catalogs and circulars which are mailed worldwide to attract the foreign buyers to their revamped and refurbished merchandise.

Some have already made trips to Europe, the Central and South American countries as well as to the Pacific countries. Others plan trips this year to meet with buyers in world markets and to become better acquainted with them and their needs.

Distributors who formerly sacrificed used equipment in the domestic market are now refurbishing and revamping this equipment to meet the requirements of their many foreign customers.

In almost every case shipments are quickly arranged for and prices obtained pleasing to American distributing firms. At the same time many manufactured items leaving this country are helping to increase sales of new machines in the domestic market.

The reports from the U. S. Department of Commerce regarding the great increase in export business being done by this industry, especially during '55, gives every indication of showing continuing increases during this year and the years ahead.

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"Senator" Al Bodkin

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The citation reads: "Police Athletic League, Inc., Newark, N. J., citation to The Cash Box for outstanding service to the Police Athletic League in its efforts to promote wholesome recreation and social opportunities for the boys and girls of the City of Newark, New Jersey."

A similar citation was awarded Henry Olson, record promotion man, who worked with The Cash Box and the PAL to aid the youth-agers.

POLICE ATHLETIC LEAGUE, INC.
NEWARK, NEW JERSEY

NEWARK, N. J.—Many coin firms have contributed untold Juke boxes to thousands of organizations throughout the country over the years in an effort to provide entertainment to teen-agers in an attempt to combat the current juvenile delinquency.

Runyon Sales Company, in both its Newark and New York, N. J., offices, have been one of the foremost contributors in this area.

This past week Ed Burgy of the Runyon Newark office received a letter of thanks from Julia G. Mezvnoy, executive director of the Young Women's Christian Association of Lakewood and Ocean County, Lakewood, N. J., which read:

"The Board of Directors of the Y.W.C.A. would like to thank you for the recent donation of a Music Box. It is deeply appreciated and the children, as well as the adults, are enjoying playing it every day. Again, we thank you for your kindness."

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**GET Keeney Quality**

WITH THE LATEST POOL TABLE INNOVATIONS:

<table>
<thead>
<tr>
<th>UTE IS OPTIONAL EQUIPMENT</th>
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<tr>
<td><strong>JUMBO DELUXE AND DELUXE FASCINATION POOL TABLES</strong></td>
</tr>
<tr>
<td>WITH CENTER HOLE PLUG for 2 Hole or 3 Hole Play!</td>
</tr>
</tbody>
</table>

**Both Models**

now available with or without

LITE-UP BUMPERS

- Mahogany Grained Moulding—Cork Finish Body and Legs
- Perfect operating Ball Release can't be cheated
- Perfectly squared to entice the professionals
- Simple coin mechanism • Green, rubber-backed felt
- Spirit Level Furnished • Leg Levelers
- White Diamonds on Side Rails

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**LEVINE AND CHAFFETZ SUBMIT BRIEFS TO SEN. O'MAHONEY OPPOSING COPYRIGHT LEGISLATION**

Public Hearing Probably Will Be Called Early in May. Trade Should Receive About 30 Day Notice

WASHINGTON, D. C.—Sidney Levine, attorney for the Music Operators of America and the Music Operators of New York, and Hammond Chaffetz, attorney for the Music Manufacturers Association, appeared on Thursday, March 15, before Senator Joseph C. O'Mahoney (Denz. Wyo.), of the Sub-Committee of The Judiciary, and submitted skeleton briefs in opposition to the Kilgore bill ($580). Briefs were also submitted by lawyers for the proponents of the bill.

On February 29, lawyers for all parties met before the Sub-Committee and presented arguments (The Cash Box, March 10 issue), after which Senator O'Mahoney suggested that these attorneys sit down and discuss a compromise. Levine and Chaffetz expressed themselves strongly against any compromise, and then O'Mahoney asked that briefs be submitted by March 15.

O'Mahoney will now examine and analyze the briefs, and will decide when public hearings will be held. It is felt definitely that hearings will take place and that the Senator will set a date in early May. Notification of these hearings will probably be sent to all parties, giving them about thirty days notice.

Levine's brief (a copy of which is in the files of The Cash Box) is a brilliant, short presentation of the music operator's problems, and a tremendously strong argument against the firms sponsoring a change in the Copyright Act of 1909. Chaffetz' brief, also strongly worded, presents, in general, the opposition of the manufacturers of music machines to the Kilgore bill.

**Thanks Sympathizers**

BROOKLYN, N. Y.—So many messages of condolences were received by the family of Max Levine, who died on March 2, from members of the coin machine industry, that they asked The Cash Box to thank all for their expressions of sympathy.

"It’s What's in THE CASH BOX That Counts"
CHICAGO—From east coast to west coast music operators have held and are holding meetings to discuss forthcoming copyright legislative hearings sparked by ASCAP's copyright amendment legislation attempt.

Operators in New York, Chicago, Los Angeles, in Nebraska, Michigan, Ohio, Wisconsin, West Virginia, Florida, Texas, Montana and in almost every state in the union, are prepared to offer unified effort in the battle against multi-million dollars ASCAP.

Music operators as well as their association leaders, jobbers, distributors and manufacturers realize that the four bills now in the House of Representatives and the Senate's Sub-Committees-On-The-Judiciary are an all out attempt by ASCAP to obtain private national taxing power with the sanction of the U.S. Government via Federal Law.

All seem to realize that this would mean that ASCAP, and similar such organizations, would then be able to not only tax every single juke box owner, but every juke box, all wall and bar boxes, all locations where their music is featured, and even make a charge for the number of stools, tables, chairs and bars, as well as eats featured in locations.

(This is being done right at this moment by the Royal Performing Rights Society, similar to America's ASCAP, in Australia.)

What is even more dreadful is the fact that, should ASCAP obtain the amendment it desires to the present Copyright Act, there is no definite amount it must hold to as far as its private taxing powers are concerned.

ASCAP can tax as much as it wants to as many times a day, week, month or year as it desires. And ASCAP can increase the charges every five minutes.

There is nothing in any of the four bills now before the House and Senate Judiciary Sub-Committees that says ASCAP, or similar such organizations, cannot do this.

Once such an amendment passes, ASCAP does not have to sign contracts with any juke box owner or his locations. ASCAP proceeds on its own. Charges whatever it desires to charge. Doubles. Triples. Quadruples the charges every day.

Whether these charges will be considered excessive or not, ASCAP will have the U.S. Government by Federal Amendment and, therefore, Federal Law, on its side.

Any man or woman engaged in, allied to, or connected with the automatic music industry of America, who thinks that ASCAP hasn't a chance to win, better stop thinking so immediately.

ASCAP believes that they will win this year. ASCAP is confident of victory. ASCAP is doing everything in its power to win. ASCAP will go to any length to be victorious.

Every juke box owner today realizes that ASCAP's members (who are ASCAP, because ASCAP is their collective collection agency) are already obtaining royalties everytime a recording is purchased to be featured in any juke box anywhere.

This does not mean that ASCAP's members don't want to obtain double the royalties, twice over again for the very same tune, even the ASCAP has put it under a camouflaged guise called "performing rights".

Not every ASCAP member may believe in what ASCAP is attempting to do to the juke box industry, or what it has tried to do for years and years past.

But the fact remains that the four bills are there and a big and bitter battle faces everyone of the nation's juke box owners when open public hearings will be called on these four bills.

It is best, therefore, that all juke box operators seriously discuss this problem among themselves right in their own areas and be prepared to fight back in one strong and unified group.
IMPORTANT

Abe Witsen
Harry Witsen
Sal Groenteman
Albert Polak

Desire To Announce

they are no longer associated in the business heretofore conducted by them and that henceforth . . .

Abe Witsen
Harry Witsen

will conduct their export business under the name

INTERNATIONAL SCOTT CROSSE
SCOTT CROSSE COMPANY
1423 Spring Garden Street
Philadelphia 30, Pa.
Rittenhouse 6-7712

Sal Groenteman
Albert Polak

will conduct their export business under the name

INTERNATIONAL AMUSEMENT COMPANY
334 North Broad Street
Philadelphia 2, Pa.
Locust 4-4415

Lane recently announced the acquisition of Harry Pearl, well known and experienced coinman as vice president to head the sales force. Other executives of the Lane firm are Charlie Katz, well known in the business and Sy Mann, formerly with Cobb-Hall-Marks, and a well known figure in the kiddie ride industry, on the sales staff. The Design department is headed by Harvey Heiss, formerly with Genco, and Bernie Lippman heads the Art department. Rube Guberman is in charge of publicity and sales promotion.

The Engineering department is headed by Sid Friedman, in charge of games; and George W. Rettle, in charge of kiddie rides. Production heads are: Hy Solomon, formerly with Rock-Ola, in charge of games; and Fred Hewitt, formerly with Emerson Radio, in charge of rides. The Purchasing department is headed by Joe Ezechel, and the Comptroller is Bill Goldman.

Lane is now preparing to release the firm’s first amusement game, but is withholding details until production is in full swing and immediate delivery can be made.

Wurlitzer “Centennial Club” Promises to be Smash as Large Number of Ops Qualify

NORTH TONAWANDA, N.Y.—Bob Bear, sales manager of the phonograph department, The Rudolph Wurlitzer Company, this city, advises that reports coming in from the firm’s distributing organizations indicate that the forthcoming “Centennial Club” party, to be held at the factory here on August 23, 24 and 25, will bring out a tremendous number of phonograph operators.

Reports from our distributors,” said Bear, “show that many hundreds of music operators have already qualified for the trip. In addition, many other operators are striving to qualify, and our distributors say that by the time the party is held, most of the operators will have made it. We are thrilled by this tremendous response, and our preparations here have been completed to handle every operator who comes. We promise them, without qualification, that they will have the most enjoyable time of their lives.”

Wurlitzer plans call for putting up the operators and their wives at the Statler Hotel, Buffalo’s finest; presentation of large number of gifts, many of them major expensive items; entertainment provided by the country’s top recording stars and artist; carnival and circus shows; sightseeing trips by plane and auto; and of course, plenty of food.

Australia Ops Form Association

SYDNEY, AUSTRALIA—A group of operators here have formed an association, known as the Allied Amusement Trades Association.

Organizational matters are now under way, and the organization is setting up its rules and by-laws.

MIAMI, FLA.—Since opening his firm here some five years ago, the dynamic Bert Lane has expanded the physical facilities of his coin machine factory, as well as broadened the type of amusement machines being manufactured.

Originally specializing in the manufacture of kiddie rides, The Bert Lane Company, Inc., is now adding 70,000 square feet of plant space, and is designing, engineering and producing a variety of amusement games.

“IT’S WHAT'S IN THE CASH BOX THAT COUNTS”
**Meeting Dates Of Music Operators’ Associations**

March 19—Westchester Operators’ Guild, Inc.  
Place: American Legion Hall, 57 Mitchell Place, White Plains, N. Y.

20—Phonograph Merchants’ Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (executive board).

26—Anthracite Music Operators Association  
Place: Mack Novelty, South Main St., Wilkes-Barre, Pa.

Place: Mandell-Ballow Restaurant, Reisterstown Rd. & Rogers Ave., Baltimore, Md.

26—Central States Music Guild  
Place: 805 Main Street, Peoria, Ill.

April 2—California Music Merchants’ Assn.  
Place: 311 Club, 311 Broadway, Oakland, Calif.

2—United Music Operators of Michigan  
Place: Fort Wayne Hotel, Detroit, Mich.

5—Phonograph Way Merchants’ Assn., Cleveland, Ohio  
Place: Hollenden Hotel, Cleveland, Ohio (General).

5—California Music Merchants’ Assn.  
Place: Sacramento Hotel, Sacramento, Calif.

5—Eastern Ohio Phonograph Operators’ Assn.  
Place: 4104 Rush Blvd., Youngstown 12, Ohio. (General)

7 & 8—Kansas Music Association  
Place: Lamer Hotel, Salina, Kan.

10—California Music Merchants’ Assn.  
Place: Fresno Hotel, Fresno, Calif.

11—California Music Merchants’ Assn.  
Place: Bakersfield Inn, Highway 99, Bakersfield, Calif.

12—California Music Merchants’ Assn.  
Place: U. S. Grant Hotel, San Diego, Calif.

12—Massachusetts Music Operators’ Assn.  
Place: Beaconfield Hotel, Boston, Mass.

15 & 16—South Dakota Phonograph Operators’ Assn.  
Place: Contact Burrell Brown and Inez Britnau, Moebridge, S. Dak.

18—New York State Operators’ Guild  
Place: Palatine Hotel, Newburgh, N. Y.

19—Eastern Ohio Phonograph Operators’ Assn.  
Place: 4104 Rush Blvd., Youngstown 12, Ohio (executive board).

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**DALLAS DOINGS**

The warm weather is helping to boost business and reports from operators coming in indicate that spring and summer business will be bigger ever .... Jack Sprott of Central Music in Temple buying more equipment locally for his Waco and Temple routes. ... Bill O’Connor of S. H. Lynch and Company on a business trip through East Texas, and Paul Kelly joined the staff at Texas Records, Inc., London distributor. ... R. E. Williams leaving for Lewistown, Arkansas, ... Geno Williams back from his trip to West Texas. ... Our condolences to Tommy and Billy Collum on the sudden passing of their father. ... George Wrenn, Chicago Coin and Genco field representative, was in Dallas last week for his engagement at the Colony Club. ... Harry Sutton of Bossier City, Louisiana, brought his son now visiting him this week. Other out-of-town visitors last week were John W. Irvin, Mesquite; the Waco market were Jimmy Bounds, Mexia; L. C. Newman, Plainview; Pete Selma, Jimmy Garrett, G. C. Orman, all from Longview; Dick Quam, W. W., and Elmer and H. L. Wilke from Henderson; M. T. Johnson, Lubbock; Wilbur Briscoe and Speedy Walker from Waco; and from Fort Worth Ralph Claybrook, Jimmy Wookney, Mrs. E. B. Burns, Spy Lancaster and Kaye Raywell.

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**CALIFORNIA CLIPPINGS**

Sparking business for the distributors and operators along Pico this week are the new and different versions of the pool games that are making the rounds in the showrooms, and the fast breaking records taking off for the hit class are making some extra cash stops to keep on their schedules. .... Gabe Orland just returned from a trip to San Francisco and the Bay area where he established new accounts for California Music Company and Snider & R. F. Jones Company for the way he met Mr. Jockey and H. B. Smith. Sam Ricklins reports that the sale of Irish records for St. Patrick’s Day was the biggest business he has ever had in his store. Tom Mosely of York City, with Bell Gottlieb of D. Gottlieb & Company on his visit to the West Coast has been going at a fast pace in order to see all of his many friends in the business. .... At Williams Music Company, Lorin Tronick and Lenny Brown are excited to see Chicago Coin’s “Clever Pool” game. Minthorne is sponsoring a series of dinners for the operators in Orange County where dime-plate machines have been placed. Ed Wiser, Roy Provencher and Hank Tronick will represent the firm at the dinners throughout that area. Wiser will be spending more time in the San Diego and Santa Ana areas now that Provencher is sales representative for the firm in the San Bernardino and Bakersfield areas. .... E. E. Peterson of San Diego took a few days off and went fishing with friends along the Colorado River.

At C. A. Robinson & Company, Al Betteilman reports that United’s new “Goo-Pool” game has created quite a stir with the operators and is doing well in the field. The line of trophies carried by Robinson for elimination tournament play has received favorable comments in all locations that are using them in their play. Have Wallack is making preparation for another trip through Southern California and Arizona to see the operators in that territory. ... Delaware and Wisconsin. Wikoff were glad to see the sunshine along Pico after leaving the snows of the Ridge Route. ... Fred Gaunt has returned to the showroom at Badger Sales Company, Inc. after his recent illness and is feeling right up to date. Fred is planning a trip to the cause Marshall Ames is in again “on the road” while axe is in the care of his Northern California territory. Al Silberman was concerned with the condition of the theaters now that the business has been slow so many feature films to television. Al feels that the sale of these films to television will undoubtedly affect the box office and subsequently the take on vending machines. In theatre lobbies, Al has almost convinced Jack Sidney, veteran actor, to start operating in the San Fernando Valley with twenty new A.M.I phonographs from Badger.

Brett Adelman, attractive bookkeeper, at United A. P. Laymon, Inc., has departed our fair city for San Francisco where her husband has established his own business. Jimmy Wilkens says that the Bally “Pluto-Pool” with its new anti-warp stabilizer is creating great interest with all operators. .... John Freeman reports that the pool table business continues strong at Simon Distributing Company. ... Ralph Moritese, now appearing at the Palladium stopped in at Lehenhagen’s Record Bar to see his old friends Mary and Kay Solis and Billie Girls. Leo Palmer was telling the game operators. The Flatters have their third in a row with “The Magic Touch” which was written by the same fellow that wrote “Only You” and “The Great Pretender.” ... Leo also grew curious about the sure hits coming up on Mercury, including Georgia Gibbs’ “Tippin’ In” a real “comer.” ... Melba and Orville Kindig of Long Beach showing everyone along Pico the picture of their two year old son. “Little Box Baby” of nest.

Walt Peteet, factory service engineer for Wurlitzer, in town seeing Wayne Copeland and the rest of the staff of Sierra Distributors. Walt spent some time last week with Eddie Oaks, Alert Vending, Alaska, who was visiting Los Angeles for a few days. Oaks said that the automatic phonograph business was down in the Territory throughout the healthy boom throughout the American Music Publishing Company told Wayne that he has installed a Wurlitzer phonograph in the lobby of his offices. By using the automatic records for his firm, Cross can hear the records as they will actually be heard by the public. ... In to see Ben Chemers, business manager of the California Association, at headquarters were two well-known local men, in to acquaint himself; Pete Pellegroino of Huntington Park; Harvey Kirby, who just moved into his new home in Fuenta which is directly across the street from Town of Glendale and Lorin; Dean Brown of Hollywood and Larry Collins of Whittier. Walter J. Hemple of First National Music presided over the W. W. Brown and H. L. Wilke meeting last week at the meeting a buffet dinner was enjoyed by all members attending. ... Operators seen along Pico this week were: Nat Ferraro of Downey; E. J. Locke of Ingledow; Al Cohn of Trico Music; Fred Ross of Pasadena and his son-in-law, Lavin Farmer of Covina; Joe Septic of Ingledow and Dean Brown of Glendale.

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**Attention: Operator’s Associations**

Associations desiring listings in this column, please write to THE CASH BOX, 26 West 47th Street, New York 36, N. Y.

"It’s What’s in THE CASH BOX That Counts"
Tops in Earning Power!

Tops in Quality...

Pool Tables by Williams

ALL MODELS
Convertible
to 2 Hole or 3 Hole Play
with CENTER
HOLE PLUG!

Extra! All
WILLIAMS POOL TABLES
AVAILABLE
WITH OR WITHOUT
LITE-UP BUMPERS

3 or 4
sided play!

DELUXE!
One Pockets and Bumpers are
Close to Fnd Rails!

2 Dimes
Per Game!

MOA Program Set
For Chicago Meet

CHICAGO—Program for the MOA (Music Operators of America) Convention, being held May 6 to 9 at the Morrison Hotel, this city, was announced this week.

Opening Sunday, May 6, exhibit hours will be from 2:30 PM until 8 PM on Sunday and Monday, and from 2:30 PM until 6 PM on Tuesday.

Business meetings will take place on the Exhibit Floor each day and will run from 10 AM to 12 Noon.

An opportunity for operators to get together and exchange ideas has been provided with a series of Forum meetings, which will be held each day from 1 PM to 2:15 PM.

A Board of Directors meeting will take place in Suite 1728 on Sunday evening, May 6.

On Monday night operators and guests are invited to attend a cocktail party, and the annual banquet will take place on Tuesday night, May 8.

It was announced that Larry Marvin has been placed in charge of the MOA Convention office at the Morrison Hotel. He will be available starting April 1, and can be reached every day, except Sunday, from 9 AM to 6 PM. Marvin will handle many details concerning the forthcoming convention, including exhibit space sales.

"It's What's in THE CASH BOX That Counts!"
THE CASH BOX
WORLD FAMOUS
QUARTERLY EXPORT EDITION
A COMPLETE REPORT OF THE FIRST QUARTER OF 1956 PUBLISHED IN SPANISH, FRENCH, GERMAN, ENGLISH

COVERING THE ENTIRE COIN MACHINE WORLD

Bringing closer together the international coin machines trade. Creating better understanding of all modern coin operated equipment as featured in “The Cash Box Price Lists” that are officially accepted worldwide. A remarkable and outstanding opportunity for all advertisers to expand more deeply into the world’s markets and, thereby, enlarge their sales potentials and scope of operations while achieving marketing leadership. All advertisements will be printed in all the four languages featured or in any language the advertiser prefers. (Advertising copy to be translated in foreign languages must be in New York office no later than March 26.) This is the opportunity for all advertisers in The Cash Box to enjoy a liberal share of:

OVER $11,000,000.00 WORTH OF COIN MACHINES EXPORTED DURING THE FIRST 9 MONTHS OF 1955 AS REPORTED BY THE U.S. DEP’T OF COMMERCE

EVEN GREATER EXPORT SALES INDICATED FOR 1956. ALERT, AGGRESSIVE AND PROGRESSIVE ADVERTISERS CAN OBTAIN A VERY GENEROUS SHARE OF THE TREMENDOUS, CONSTANTLY GROWING AND RAPIDLY EXPANDING EXPORT BUSINESS BY ADVERTISING IN THE WORLD FAMOUS QUARTERLY EXPORT EDITION OF “THE CASH BOX” FEATURING THE INTERNATIONALLY RECOGNIZED AND ACCEPTED “THE CASH BOX PRICE LISTS”!

FINAL CLOSING DATE FOR ALL ADVERTISING
APRIL 5, 1956

("The Cash Box’ Quarterly Export Edition” April 14, 1956 Issue)

RESERVE ADVERTISING SPACE TODAY! WRITE! PHONE! WIRE! CABLE!

THE CASH BOX
26 WEST 47th STREET, NEW YORK 36, N.Y. (Tel: JUdson 6-2640)

Cable Address: CASHBOX, N.Y.

32 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS
(Tel.: DEarborn 2-0045)

6272 SUNSET BLVD
HOLLYWOOD, CALIF.
(Tel.: HOLlywood 5-2129)

1765 COMMONWEALTH
BOSTON 35, MASS.
(Tel.: A1gonquin 4-8464)

17 HILLTOP
LONDON, N.W., ENGLAND
(Tel.: Speedwell 2596)
Join "20 Year Club"

CHICAGO — The following new members were added to The Cash Box' "20 Year Club" this past week: Douglas Detrich, Auburn, Ind.; Charles Rowlette, Lessburg, Ind.; Sam Gerros, Cleveland, O.; Earl Berkowitz, Superior, Wis.; Robert L. Odkisson, New London, Mo.; Leon Tobler, Woodward, Okla.; James G. Mattingly, Elizabethtown, Ky.; Russell J. Coon, Chicago, Ill.; Richard T. McKeeon, Chicago, Ill.; J. A. Weinand, Chicago, Ill. Applications for membership in the "20 Year Club" should be mailed to: The Cash Box, 32 West Randolph Street, Chicago 1, Illinois.

Is lung cancer increasing?

The answer is Yes—and very rapidly, too. In the last 20 years, deaths from lung cancer in women have increased over 200% and in men over 600%. In 1954, 17% of all male cancer deaths were due to lung cancer.

You can help fight lung cancer—and all forms of cancer—in two ways. A thorough checkup at least once a year...and a check to the American Cancer Society.

Give to your Unit of the American Cancer Society or mail your gift to Cancer, c/o your town’s Postmaster.

American Cancer Society

Rockford Operator Granted Injunction to Prevent Location From Operating Another Machine

ROCKFORD, ILL. — Circuit Judge Albert S. O’Sullivan has just granted the Mid-West Distributing Company, this city, a temporary injunction against Finnegans’ Cottage, Loves Park.

Lou Casola and his firm alleged that Gene Manning, location owner, was not displaying the pool table which was leased from Mid-West under a legal lease contract but is, instead, displaying a similar game leased to the location by another firm.

An injunction to prevent the location owner from an alleged violation of the contractual agreement is being sought by Casola.

(Editor’s Note: In a California decision an operator was granted damages by the court when a location owner removed his machine and the operator produced a contractual lease agreement which he had made with the location’s owner.)
Entries Pour In for RCA Victor "Baby" Contest

NEW YORK — Bernie Miller, RCA Victor, in charge of the current contest to select a "Juke Box Baby" from the children and grandchildren of the country's juke box operators, their personnel and one-stop operators, reports that he continues to receive a large number of new entries each week.

Some of the newer photos to be submitted have been reproduced in the music section of this week's issue.

The winner of the contest receives a Wurlitzer "1200" phonograph and a box of RCA Victor hits records for one year, and a cover of The Cash Box with the winner posed with Perry Como, whose "Juke Box Baby" is the inspiration for the contest. Entries must be in by March 26.

EASTERN FLASHES

Business keeps going at quite a lively pace, with many demands at this time from ops preparing for Spring hit. In addition to the demand for arcade type machines (which seems to be more than in previous years), wholesalers report good sales of new and reconditioned music and amusement machines.

Oscar Parkoff, head of the Atlantic New Jersey Corp., Newark, N. J., in visiting with Meyer Parkoff, Atlantic New York Corp. Meyer tells us he has available for ops, free of charge, beautifully designed and colorful decals for jukeboxes, showing the parrot. Earl Perlin, head of the Parrot of the Seebe phone with the ep record display which appeared in the last issue of The Cash Box was taken on location. Operator John Benfari is using the display to promote play... Congratulations to "Senator" Al Bodkin, the ever-smiling, dynamic operator. The Council has been selected as the "guest of honor" for the coming UJA-Coin Machine Industry banquet, to be held in early June. Lou Boormust of Leslie Distributors, top one-stop record company, has been elected as chairman of the forthcoming industry drive... Johnny Biletta, Newark, N. J., drops off here on his way to Miami. Johnny had been laid up with a siege of pneumonia, and the docs recommended sunshine and rest... Bob Charles, Binghamton Amusement Co., vacationing at Fort Lauderdale, Fla., drops us a note advising he'll be away until about April 5, and pleads that we please rush him The Cash Box every week as he's lost without it... Dave Lowry, Dave Lowry & Co., busy supplying ops with reconditioned shuffle games. Also tells us he's doing a big job selling billiard balls for pool games. Now employed by the Lowy firm are several of his relatives. Sylvia, his wife, handles the office, Dave's brother, Tim, works on the sales and Richie Kassoff, his brother-in-law works on the route... Barney Ross, ex-champion boxer, now working on publicity and record promotion for Eddie Fisher, visits coast to coast with dealers and distributers, and talks about Fisher's Ed Burg, Runyon's Newark, N. J. office, commended by the Lakewood, N. J. YWCA for the donation of a juke box.

The set-up at Koepell Distributing now completed. Hymie Koepell will run the store on the East side of 10th Ave., where he'll recover phone cabinets, bring them back to their original appearance, and also handle parts and supplies. Harry Koepell will stay on at the original store on the West side of 10th Ave., and will handle sales of equip. . . . Avron Ginsberg and Steve Kordek, chief engineer, Gene, in town last week-end, visiting Al Simon. Over the week-end, these men were houseguests of Al, and Kordek instructed Simon's 2 boys and his daughter on the proper technique of playing a coin operated baseball game... Barney (Shugy) Supermar, Runyon Sales, says he's forgotten he was ever away on vacation. However, we observe that he's extremely healthy looking, and full of pep. Must be due to G&H billiards, Bally games and Keeney games. Morris Rood, office manager finally breaks down, and agrees to take a long week-end. Morris will be out of the office from Thursday to Monday of this week, and the misus will relax at one of Jersey's shore spots... Dave Stern, Seacoast Distributors, Elizabeth, N. J., kept rushing at a terrific pace, trying to complete some juke box orders for 15000 billiard balls he's featuring. . . . The entire staff at The Cash Box here profusely thanks the Police Athletic League of Newark, N. J. for the beautiful, multi-colored scroll presented to us this week, as the members are still talking about the sudden death of Max Levine, commenting on his high character, intelligence and ability... William Schelling, Elbo, and Ed, Lakewood, N. J., back from a Caribbean boat cruise, raving about the time he had. Says he is so rested, he's now bouncing around his office like a rubber ball. . . . Mike Munive, trying to do two diametrically opposite things at the same time—prepare and ship arcade machines ordered in large numbers, and refrain from expending all his strength and energy while serving his customers' needs. With the approach of Spring, and orders sure to arrive continuously, we don't know how Mike'll solve his problem.

UPPER MIDWEST MUSINGS

Chet Le Doux, back from a vacation of resting and fishing down Mexican way is talking about the salishas that he caught. Chet brags about catching six salishas in one day... Bob Ahrens of La Moire, N. D., sent the day in the Twin Cities shopping around for equipment for his route and also did some shopping for grass cutting equipment for the golf course... Johnny Johnson, chairman of the Minnesota Coin Machine Company of St. Paul, reports the parts for his coin machines... Pat Partridge of Mora, Minn., is busy these days placing coin operated pool games out on his locations... Andy Benna of Ironwood, Mich. reports that biz has been holding up better than expected on his pool games and pin games. Andy makes the long trip into the Twin Cities to pick up equipment and parts for his machines. That the Twin of Moose Lake, Minn., was seen shopping around for equipment for his route... Bill Reed, Earl, Porter and Ron Marr of Fort Madison, Iowa, report that there is an unusual operating set-up. In addition to operating separate routes Tony, Earl and Ron are also partners in the Palace Music Company which has its base of operations in Rock Island, Ill. and Mitchell, S. D. Tony also runs a pressing shop to shop for equipment for their routes. . . . Morris Berger of Duluth, Minn., was seen making the rounds of the distributors. . . . Mr. and Mrs. Gil Runyon of Newark, N. J. have been back in the Twin Cities to shop for equipment for their routes. . . . Morris Berger of Duluth, Minn., was seen making the rounds of the distributors. . . . Mr. and Mrs. Gil Runyon of Newark, N. J. have been back in the Twin Cities to shop for equipment for their routes. . . . Morris Berger of Duluth, Minn., was seen making the rounds of the distributors. . . .
IMPORTERS
YOU SHOULD BE DOING BUSINESS WITH
TRIMOUNT
America's Foremost Experts of Reconditioned Coin-Operated Equipment
- Trimount has New England's largest stock of used Phonographs, 5 Balls and Arcade Equipment.
- John's Equipment is guaranteed mechanically and electrically perfect—
all has been completely reconditioned.
- Trimount has one of the country's largest parts departments with
thousands of parts and accessories in stock.
- Trimount has a large Service Department completely staffed with
highly trained technicians.
- Export Shipping Department specializes equipment to insure
delivery in perfect condition.

WRITE FOR MY PANTS CATALOG, EXPORT BROCHURE,
CATALOG SHEETS AND PRICE LIST

Exclusive Gottlieb, Williams, Seeburg, Genco
and International Mutoscope Distributors.

Remember in NEW ENGLAND IT'S TRIMOUNT!

TRIMOUNT
40 WALTHAM STREET
BOSTON, MASS.
Tel. Liberty 2-4409

WANTED
BRIGHT SPOTS AND BRIGHT LIGHTS
CASH OR TRADE

Empire Coin Machine Exchange
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
A.MI. MODEL A $125
A.MI. MODEL E $120
A.MI. MODEL C $165
ROCK-OLA COMET (120) $25
WURLITZER 1400 275
WURLITZER 1100 $145

RECONDITIONED AND REFINISHED

Terms: 1/3 Down, Bal. C. O. D.
Exclusive Seeburg Distributors

A Quarter Century

ATLAS MUSIC COMPANY

2118 N. WESTERN AVE., CHICAGO 47, ILL., U.S.A.
Armington 6-5005

Sardelli. Just at this point Vinnie Shay phones to ask, "Got any more of those 'Chicago Directories'. Some bun steaks for the lamp and box for phonograph and address of manufacturers and distributers." Vinnie extremely com-
plicated of The Cash Box "Chicago Directory", Claims, "This is the handiest and greatest idea in years"...Irv Lindelow, Tom Crosby and Jimmy Christiansen all
of Chicago. Joe Shouto, Joe Southard, Joe Shott and enjoying Chicago thoroughly. "Sincerest condolences to A. Montes of Yonkers, Police in the passing of his wife
Levy in coins for over 50 years.
Joe Robbins of Empire Coin, one of the busiest of the busy in this man's town these days, lets out a yell for in-linex he needs. Reports Joe, "We've got a zillion
orders here!" Congrats to Paul Golden of Laity Novelty Company for his marvelous and charitable work in be-
half of so many great and needy organizations. Paul takes it on himself to ensure that this year that benefits ten of the top charitable causes...If you haven't yet stopped in for "four years at Chicago Automatic Phonograph Beverage League's Monthly nites,
do so immediately. Lots of fun and great exercise, too.
Johnny Owens is the sparkplug secretary of the league and has done a truly commendable and marvelous job of building this into a 15 team league within just a few years.
Boys should run a testimonial dinner for Johnny.

This publication urges all of ops, vending, amusement and service stores to work closely with
favorable public opinion by creation and sponsorship of
"Teenage Canteens" in every community throughout the entire country, not just the best way to fight and defeat juvenile delinquency but a great cause for all coinmen, their wives, employees, sons and daughters to get involved immediately.

HAPPY BIRTHDAY THIS WEEK TO: Herb Jones, Chicago, Ill.; Bud Noyes, Yonkers, N. Y.; Leslie C.
Beyd, New York, N. Y.; Leo Ry Gardner, Houston, Tex.

Johnny Owens, Chicago, Ill.; John E. Jims, New York, N. Y.


Derling Gies, Deadwood, S. D.; Garth Bryan, Boyle
City, Mich.; New York, N. Y.

Johnny Owens, Abilene, Tex.; Hal L. March, Brattleboro, Vt.

LERoy Dodson, Jr., Urbana, Ill.; Thos. W. Moody, Austin, Tex.

"It's What's in THE CASH BOX ThatCounts"

STAN LEWIS

Stanley Levie of ASCME and Al Siegel in conference
regarding thousands of dollars worth of pinball machines.

JOHNNY OGEN

Johnny Ogen of Valuable Machines, Inc., New York, N. Y.
HE WAS a creative young man. You could spot him at a bridge by the way his eyes scanned a sheet of paper before him and his sketchy brush left behind plans of things. When the army drafted him he was placed into quite a perplexing assignment. He was sent to work on the signal corps. There he learned electronics and mechanics, entirely different and much more challenging subjects of his creative sketching.

The war over, he returned to his home town and, like many who have lived that period, sort of drifted about while trying to find a suitable way to make ends meet. The enterprising operators in town met him and, learning of his abilities and his previous work, offered him a job as a mechanic.

He liked the job. Especially like the job of being able to insert coins to play a game, buy a pack of cigarettes or listen to a record. One might assume he could sit home and realize that people were inserted into his creations. While he read the evening paper, listened to the radio, smoked his pipe and looked into the air after he received his GI bonus, before he was in the operating business for business.

Within a short period of time he built a very outstanding route. Was lost on 'Heads Or Tails'! His operator was a man who always expected more. He performed. He worked far ahead. He did have one advantage over the other operators. He was the creative operator. When a new machine he purchased didn't click, he could always put his creative ability to work and sketch in some different features which when built into the machine made it so that every case brought people to love it.

So while other operators took a fraud that was simply sold to them, traded them in as fast as they could, he got something out of it, getting whatever they could into it. He was earning more money with the machines. Many times he purchased new machines which the other operators were only too happy to sell him at any price he offered. He required a lot of thinking about the locations to earn him even more money. He did his best and his income began to grow over greater.

It wasn't very long before other operators were learning of his unusual ability. They came to him asking that he rebuild machines for them. He undertook to rebuild one type machine after another and, by the time he was 18, he had prospered beyond his wildest dreams.

He now employed a fine staff of mechanics who were as skilled as himself. They were listeners and office help. In the meantime, however, his mechanical and creative designing ability began to spread far and wide. Operators in the area soon found that he could build their machines to be rebuilt.

Twice before he had purchased larger machines and he had another machine which he was building. He was playing in on him, he now bought him and he said you call either. He was building the best and his income seemed to be doing just as well.

Looking over for a few years, the manufacturers were slowly getting back into production of new equipment. Some of the manufacturers began to fall off. He didn't mind the least. If anything at all, he welcomed the fall. He enjoyed experimenting with his creative ideas or any kind of machine.

As their war work continued to rapidly fade away the manufacturers began to cut prices. He was making greater numbers each week. Their salesman were traveling far and wide. The manufacturers were steam ing up business. The boom slowed and continued. As well as like all the other operators, continued to purchase machines for his route but, as he had always done in the past, he added a gadget or two or three here and there. The machine lasted longer on location while earning him more money.

One day a well known and financially powerful operator walked into his place and suggested.

"Look, friend, you've got the ability and I sincerely believe you can create a machine for which there's a very great need.

"You aren't in this business", he continued, "when we had the counter games that cost very little yet earned us a lot of money."

"With sales taxes growing bigger and spreading into every city, county, state and there are more coins in circulation than ever before."

"Can you come up with a good counter game", he said, "the sales would be tremendous."

"All I can do is to say", he answered, "I'm willing to back you financially and split the profits with you while you create a little counter game and let me market it."

This was a challenge our ex-G. I. liked. He went right to work, sketching away almost all day long, and even far into the night. He tried one idea after the other and, each time the big distributor came to see what he had created, he recognized that or another why it wouldn't meet with general approval.

He then went on to the next. One time and then and as he became discouraged at ever getting anything approved, he wrote to the distributor to tell him that he was at the end of his rope.

"This is too hughty", he concluded his phone conversation with the distributor.

"The distributor wasn't the kind who gave up easily. He drove over to our factory and suggested that he try again.

"If", he said, "you don't come up with something this time, maybe I'll call it quits, too.

"Tell you what we'll do", he added, "I'll toss three heads or tails. That'll be the decisive factor as to whether we go on, or quit right here and now.

"So the distributor took a coin from his pocket and, in the age old way, tossed it high into the air but, even before it landed, our ex-G. I. operator let out a yell.

"I've got it!", he cried, "I've got it! I've got the machine!" He enthusiastically continued, "I'm going to call it "Heads Or Tails"."

"I then went into a quick explanation of the first thoughts that had occurred to me. I was on top of the situation, for the first time, became enthused.

"That sounds like it", the distributor said, "simple, easy, quick. Everybody'll know how to play it.

"Hurry up and build it", he concluded, "while I start preparing some teasing rumors around the trade that'll get us our first orders."

So our operator, right then and there, started in to work on his idea for a brand new type counter game. Nor did he stop. He worked through the night and into the next day. By the time they could urge him to take some rest, before he collapsed, he was running the machine.

"I've got it. Here's the first hand made model of 'Heads Or Tails'!

"He quickly wrapped it up in canvas, locked it away in a private closet and dashed to the phone. He called the distributor and urged him to come right over and see the new machines.

"The distributor needed very little urging. He went there and as fast as he could. With all the employees temporarily ordered out of the little plant, our operator unlocked the closet where he had placed the new machine. He covered the counter, di ning it, and placed it on one of the work benches for the distributor to play."

"'Heads Or Tails' was a fascinating little game. It was about 18 inches high, about 10 inches wide and about 8 inches deep. The playing face fitted into a very attractive and highly polished black wood cabinet. Both sides of the cabinet were gaily decorated, done in flying coins. On the top of the playing field an arrow pointed to "No. 1". This was a drop box and was designed to make sure that he could drop into this chute any site coin up to a half dollar.

"The operator pointed from "No. 1" to "No. 2" where there were two coin boxes on the side. One was inscribed "Heads" and the other "Tails". Whenever the player the operator had lighted a square with the same word. This square remained lighted for the duration of the play.

"No. 3" was also a button and when pressed by the player, caused a series of various numbered squares to flash, starting from the top of the game, until one square remained lighted.

"This, the player was advised, was his odds. If he so desired, the plate was constructed so that he could again drop another coin and try for better odds. He was assured, according to the plate, that the odds would probably become greater than what had flashed up the first time. In short, by inserting more coin, he had the opportunity of increasing his odds.

"As the player continued to insert one coin after the other to increase his odds, all the coins disappeared with the exception of the last coin he invested. An arrow pointed to "No. 4". This was a red plastic lion. When the player depressed this button he could see his coin tumble down into a box, bounce up and down crazily, spin about, then fall onto a speedily spinning cone-shaped disk where it was whirled about at great speed, smashed up against a metal plate on the inside of the cabinet with a reverberating ring and then fall down through a Lucite chute coming to rest standing up before a magnified square of glass."

"Either 'heads' or 'tails' now faced the player. If he had chosen right he was indicated in the lighted square on top of the last coin. If he had chosen wrong of course, that the game had not been 'tipped'. All the coins the player had used were collected together and the exception of the one last coin he had used which showed in the front magnified square. Many were seen clearly in the back of the game. The store-keeper simply nodded and got ready to release these so they could drop into the cash box."

"'This is it', the distributor clatedly agreed.

"He dashed for a telephone and staed to call the whole area and everywhere. Needless to state, before the day was over, he had gathered orders from all areas. He then, on just his own word that "Heads Or Tails" was a remarkable little counter game and that it would bring back one of the best spots for game manufacturers in years, that valued space right next to the cash box.

The distributor continued to sell in tremendous quantities and, very soon, "Heads Or Tails" was in every store in the land. Our ex-G. I. operator now had his head and was working on assembling the little counter games. They were so crowded, in his little office, that he couldn't get another as they worked at top speed trying to turn all over one down and hasten the process and still faster production.

Then take long, of course, before the news of this little counter game reached the ears of the large manufacturers.

"Many engineers started making tests. As they did, he hurried up with similar counter games on the market, called by different names but, nonetheless, only a few recognized the same, and his was dropped lower and some priced higher.

"In the months of speedy and heavy production, orders began to slow down because of the inroads of our "Heads Or Tails" counter game. The distributor, the man he had sold to, was surprised to see his sales.
NEW SUPREME FEATURES

- ADDITIONAL BUMPER POSTS
- OUTSIDE HOLES MOVED IN...
- NEW CENTER HOLE with plug for 2-hole conversion

This is the fastest playing 3 or 4 sided pool game on the market today—without sacrificing any of the thrills and skill of the popular 2-hole and other 3-hole games.

CALL YOUR Genco DISTRIBUTOR TODAY!

Tobacco Distsrib Show Clix . . . For Tobacco Distsrib

NATD Convention Features Cigarettes, Cigars, Chewing Gum, Candies, Lighters, Notions, Leather Goods and Some Vendors

CHICAGO—The NATD (National Association of Tobacco Distributors) convention held at the Conrad Hilton Hotel, here, this past week clicked big . . . for the tobacco distributors.

Aisle after aisle of cigarettes, cigars, chewing gum, lighters, notions, leather goods, pills and other merchandise were featured.

Oh, yes, there were some vending machine manufacturers also displaying their wares.

The majority of these admitted that, "This show is kinda slow for our lines."

It's replacement business at best, these men advised. The tobacco distribs and jobbers who already operate cigarette and other vendors, usually have direct deals. They know where to go for more equipment or for any additional type vendors they might want.

Therefore, the vending machine men believe, the NATD show, at best, is simply a place where they have the opportunity to meet the tobacco jobbers and just "chew the fat".

The first day of the NATD show was busy, the men report, with crowds visiting about the booths. By the third day the show had slowed to a crawl. Many had gone home. Most of the vendor salesmen were also packing their bags to get back to their territories.

Keeney Mfg. Names Atlas Boston Distrrib

CHICAGO—Paul Huebsch, general sales manager of J. H. Keeney & Company, Inc., this city, announced this past week that Atlas Distributors of Boston, Mass., had been appointed exclusive distributors for Keeney products in their area.

Louis and Barney Blatt of Atlas Distributors are reported to have arranged for a complete stock of all new Keeney games. The new Keeney pool tables have also been shipped to the Blatt brothers.

Wm. P. Bolles, Keeney regional manager, originally made the appointment, according to Paul Huebsch and the factory here approved it immediately.

Stated Paul Huebsch in this regard, "We are indeed happy to add Louis and Barney Blatt and their Atlas firm to our roster of distributors."

"These men have proved themselves, over many years, among the most experienced and most cooperative in the industry.

"They have done a great deal for the operators in their area. They plan to continue to offer their customers the same outstanding cooperation and service with our line of amusements."

"It's What's in THE CASH BOX That Counts"
ABC Bowl Team Wins 13th Straight

Pull Within 3 Games of Leaders in Chicago Auto Phono Bowling

CHICAGO—All the excitement this past Monday eve at the gathering of the Chicago Automatic Phonograph Bowling League was the fact that last year’s champs, ABC Music Service Team No. 2, was rolling into their 13th straight win with a whitewash victory over all three games over Coral Records.

High series scorer for ABC No. 2 was Leo Taylor with 536. High series for Coral went to Eddie Walker with 466. ABC No. 2 is now within three games of the leaders, ABC Music Service Team No. 1.

Even tho the ABC No. 1 team placed the two highest scorers of the evening, Bonnie Baker for the women with a 463 series and Harry Schyver for the men with a 549 series, they still lost two games to Coven. Jerry Shuman of Coven scoring highest for his team with a 517 series.

Decca blanked Atlas for all three games with Ell Phelps bagging a 522 series for Decca and Mike Blumberg scoring with a 444 series for Atlas.

Paschke took Melody Music to the cleaners with a complete whitewash of the 3-game series. Bobby and Rene Calie taking the Paschke high series with 503 and Vic Jaccino, Sr. high series man for Melody with 504.


Oomens at last broke their losing streak and took two games from Singer One-Stop. Carl Latino was high for the winners with a 534 series and was followed by Johnny Oomens who scored in with a 518 series. Harry Julian was high for Singer with a 496 series.

Even tho the Julius Mohill surprised one and all present at high series scorer for his Star Music team with a 478 series, Gillette took Star for two games with Donald Baxter scoring a 504 for the Gillette team.

Western Automatic Music and B&B Novelties battled down to the last ball but Western was declared the winner of two games with Frank Lanz scoring high series for Western with a 493 and Fred Dries coming in with a 393 series for B&B.

MEXICO CITY, MEX.—Ben Rosental, Bolivar Radio, AMI phonograph distributors here, played host to the country’s music operators on February 21 to 28 at a special showing of the AMI model “G” phonograph.

The phonographs were displayed in the showrooms of Bolivar, set in a gorgeous display of background material, which included special props and electric signs.

Pictured hereewith, left to right: Douglas La Dae, Grand Rapids, Mich., representing AMI; Jorge Morfin of the AMI export division, Chicago and former resident of Mexico City, an operator guest; Ben Rosental; and another operator.
Gottlieb Proudly Presents... SPOT POOL

In a New Series

FEATURING......

- Standard 3 or 4 Sided Play
- Fast Playing Advance Hole Model
- Optional Center Hole Play

All Models Available with Colorful Light-up Bumpers and Indirect Playfield Light!

Fred Minter Opens Gateway Distrib. Co.

CHICAGO—Fred Minter, who has been mechanic, operator, salesman and who formerly was with Automatic Phonograph Distributing, this city, has just opened his own distributing quarters.

The firm will be known as Gateway Distributing Company. It is located at 3622 West North Avenue.

Minter advises that he is starting in the distributing business with Valley Pool Tables.

"I believe," he said, "that every operator will admit the Valley Pool Tables are among the finest built.

"We are going to feature the Valley line and we are prepared to offer amusement game operators the finest service and cooperation in all matters relative to Valley Pool Tables."

NEW ENGLAND NIBBLES

A move is on to organize a new organization to be known as the Massachusetts Amusement Association to represent coin games excluding music, and it is news to report that executives of two distributing agencies, Associated Amusements and Red Distributors got together at the Parker House this week to discuss plans. Present were: Al Dolins, Bob Estley, Bob Jones, and Bob Jones, Jr.

Public relations aspects were also discussed. Dave Bond, proxy of Trimount Automatic Sales Corp. (Seeburg) and Mrs. Bond flew from Boston Tues., Mar. 18, for Europe, arriving in Lisbon Wed., and departing for the French Riviera where they will vacation for a week before proceeding on a leisurely jaunt around the capitals of Europe winding up in Israel. Mr. and Mrs. Mike Bond are on a business vacation trip to Mexico. At Trimount, Irwin Margold, sales mgr., reports that the recent employee dinner was a great success and pins for 10-year and 5-year employees were presented along with envelopes for the profit sharing plan of 1955. He said 1956 was Trimount's biggest year in history. Gottlieb's "Harbor Light" new 2-ball game, has been going so great that Trimount can't seem to get enough of them. Signs of spring dept: Margold received calls from Cape Cod summer resorts this week asking for equipment, and Trimount is delivering to the Cape now in quantity. At Ed Ravreby's Associated Amusements (Rock-Ola), latest report from the honeymooning couple (Mr. and Mrs. Richard Mandell—Ed's daughter, Ruth Mae Ravreby Mandell) has them trekking from Los Angeles to Oakland, Calif., to Las Vegas, to Des Moines, Iowa, where they will visit Ed's nephew, Dr. Mark Ravreby. In Oakland, they visited Gordon Mills of Mills SA & Co. In Las Vegas, they will visit Midge and Billy, formerly with Mills, now with Hotel Westerner. In Los Angeles, they will call on every distribute on West Pico Blvd. Mr. and Mrs. Ed Ravreby plan to meet them in Chicago on March 21. Biz on big upswing at Associated Amusements with "Roto" pool, by United, going big. United's "Caravan" is a big seller and the Rock-Ola "1415" is perking great. Ed Ravreby back from road trip to Gloucester, Newburyport and North Shore. Al Levine on field trip to western Mass. and southern Va. Ed Ravreby has been visiting distributors in New England who have new locations and expanded territories.

At St Redd's Redd Distributors (Wurlitzer), music is good and pool tables are in great demand with distributors hard pressed to supply demand. Bob Jones back from trip through Springfield territory. Hank Fette, Wurlitzer field engineer, on in trip talking to ops and visiting Redd's. Louis De Fazio, Callahan Amusements, Jamaica Plain, says biz has been great this year in music. Ops making the rounds of distributors in Boston this week included: James Angle, Fallmouth; Tom Libby, Haverhill; Nick Mandonelli, Portland, Maine; Gus Kuntz, Newport, R.I.; Al York, Brockton; Martin Ferraro, New Bedford; Al Dolins, Portland, Maine; Richard Mandell, Los Angeles; and Ed Kayes, Boston.

"There is no substitute for quality!

1927-1956
29 Years of Leadership!

D. Gottlieb & Co.
1140 S. Kostner Ave.
Chicago 31, Illinois

TAKLE THE COIN CHUTE

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1927-1956
29 Years of Leadership!

FOR SALE — Kiddie Rides. Nyle Rockets, $350; Carousels, $350; Tangerine Houses, large, $205; Palermo Houses, $225; Rabbits, $175; Bull, $175; Midget Racer, $250; Ducks, $225; Hot Rods, $325; Elite; The Cow, $255; Bright Eyes Horse, $255. ASSOCIATED AMUSEMENTS, 188 BRIGHT AVE., Allston, Mass. (Tel: Algonquin 4-3338).

FOR SALE—15 foot Rock-Ola Shuffle Board $149.30; Shuffle Board game was set $3.50. Fast wax case (12 cans) $5.40; Pucks (set of 5) $1.30. Hawthorne Preserver 1 pair $22.50; Adjusters $18.50. PURVEYOR DISTRIBUTING CO., 422 N. ROYAL ST., CHICAGO 18, I11. (Tel: Juniper 8-1814).

FOR SALE—The following Bingo games just off location: All in good working order. These games must go to new homes. In the room. No reasonable offer will be refused: 3 Beach Clubs; 1 Palm Beach; 1 Covey Island; 1 Spot Lid; 1 Cabana; 1 Yacht Club; 1 Hawai; 1 Rio, TRI-STATE AMUSEMENT CO., 149 10th St. & E. Wheeling, W. Va. (Tel: Wheeling 6-49).

NOTICE—Are you faced with Personal Property Taxes? Sales Taxes? Depreciation Deductions? Estate Taxes? Customs Duties? Must you officially establish the Fair Market Value of your machines? The Cash Box have to prove whether your machines have Appreciated or Depreciated in price? Do you require an official valuation of the value of your machines for loan or collateral purposes? What are the machines actually worth when you buy or sell a route? How can you ascertain the official value of your machines for legal and/or tax purposes? How much can you get for machines you want to sell or trade? What should you pay for machines you want to buy? Have you been put to the burdens of proving the worth of week-to-week value of your machines? Have you been asked to produce an official end-of-month inventory statement showing the actual value of the equipment you own? All this and much more comes to you each and every week in the original, the very first, the one and only officially accepted "The Cash Box Price Lists". For over 17 years, never ever missing a single week's issue, these "The Cash Box Price Lists" have helped thousands of coin machine owners all over the world to save money as well as to officially clarify many legal and tax problems. Yet, the "The Cash Box Price Lists" are only part of the invaluable information contained in each week's issue of "THE CASH BOX"—the one and only magazine internationally acclaimed: "The Railway-Cash Box—Coin-Operated Machines Industry". In "THE CASH BOX" you get the news before it even becomes news. You get the people working, informative, helpful editorials. Latest industry developments. Advance news of all new machines and all machine columns. Absolutely invaluable charts. And many, many other important and valuable features. You can now obtain 52 consecutive Weeks' Issues of "THE CASH BOX"—the one and only magazine internationally acclaimed: "THE CASH BOX"... for only $15 or a DOUBLE YOUR MONEY BACK GUARANTEE! You can't lose!!! Mail your check for $15 today to: THE CASH BOX, 26 W. 47th STREET, NEW YORK 36, N. Y.

FOR SALE—Complete line of used phonographs, shuffle games, cigarette machines, all other equipment. Lowest prices. Best merchandise. One letter, wire, or phone call will complete your order. For a free copy of our inventory write United, Keeley, Bally, Taran Distributors, 3401 N. W. 36th STREET, MIAMI, FLA. Tel: 64-4664.


FOR SALE — United Royal, $134; United Chief, $185; United League, $215; CC Super Frame, $219.50; AMI "A", $60.50; CC Home Winner, 6 Player, $164.50; Seeburg Bear Gun, $94.50; Exhibitor Star Shooting Gun, $174.50. R. S. C. DISTRIBUTING, 1355 W. 550 N. REAR, CLEVELAND, OHIO, (Tel: Henderson 1-7577).

FOR SALE — Make us an offer; Bally: Rocket: Mystic; Keeley: Mainliner; Binkie; Chicago: Fireball; Triple Strike, United: Yankee; Speedy: RUNYON CO. OF NEW YORK, 593 TENTH AVE., NEW YORK, N. Y., 211 FIRST STREET, EVANSVILLE, IND. (Tel: Hariston 3-4500).

FOR SALE — Brand New Chico Bowling Team Bowler, $300; 1 Playtime Bowler, $200; 1 Greece Bowler, $125; 1 United Leader Bowler, $125. AUTOMATIC sales CO., 1000 PINE ST., EVANSVILLE, IND. (Tel: Hariston 3-4500).


MISCELLANEOUS

NOTICE—Louisiana & Southern Mississippi Operators. Your authorized Rock-Ola Distributor is HUEY DISTRIBUTING CO. Write, wire or phone. 3760 AIRLINES HIGHWAY, New Orleans 29, La. (Tel: Vernon 5-7976).

NOTICE—These 3 telephone numbers are important to you: The Cash Box, New York City, Edison 6-2540; The Cash Box, Chicago, Ill., Dearborn 2-0045; The Cash Box, Hollywood, Calif., Hollywood 5-1762.

NOTICE—Texas operators—write or phone your Rock-Ola Distributor. PHON-O-VENT OF TEXAS, 1023 BASSE ROAD, SAN ANTONIO, Texas; Tel: Pearsall 2-1797 or PHON-O-VENT OF HOUSTON, 1408 JEFFERSON STREET, HOUSTON, Texas. Tel: Phelan 4-7741 in genuine factory parts, also good reconditioned phonographs priced right.

NOTICE — Louisiana & Mississippi Operators—your authorized AMI phonograph distributor is SIXTEEN COIN MACH. CO., 122 NO. BROAD ST., NEW ORLEANS, LA. Tel: MAGNOLIA 3931.

THE CASH BOX

"The Industry's Market Place"

Publishes more classified ads each week than all other magazines in this industry. Publish in a month—proving that the entire industry recognizes the CASH BOX. Classified ad section as "the industry's market place."

WANT FOR SALE CHECK OFF WHICH YOU DESIRE

Classified ad rate 10 cents per word. Count every word including all words in firm name. Numbers in address count as one word. Minimum ad accepted $1.50. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is not enclosed with your classified ad will be held for following issue pending receipt of your check or cash.

Notice to holders of "Special (48") Subscription": You are entitled to a free classified ad in each week's issue containing no more than 60 words, which includes your firm name, address, and telephone number. All words over 60 will be charged to you at the regular rate of 10c per word. Please count words carefully.

ALL CLASSIFIED ADVERTISING CLOSES WEDNESDAY NIGHT AT THE CASH BOX, 26 W. 47th Street, New York 36, N. Y.
it takes color... for the BIG take

AMI "G" cabinetry is as colorful as its colorful music... gets operators into more locations for the big take.

Delft blue... cherry red... canary yellow... atoll coral... chartreuse green... bright sand... embersed charcoal... night-sky black flecked with gold...

...here's color to complement any decor... in every type of location.

Ask your distributor or write direct for the AMI Color Wheel Visualizer. Get into more locations! Get AMI!

Factory set for 10c play—and worth it!

AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E.
Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927.
Model "G"—120, 80, 40 selections for more plays in less time.

Licensed: Jensen Music Automates—building the IMA-AMI Juke Box
sold through Oscar Siesbye A/S, S Palsmark, Copenhagen K., Denmark

"It's What's in THE CASH BOX That Counts"
### How To Use “The Cash Box Price Lists”
[Also known as the “C. M. I. (Coin Machine Industry) BLUE BOOK”]

**FOREWORD:** Many times, wide differences appear in the quotation of high and low prices of certain equipment. Like any true reporter “The Cash Box Price Lists” can only feature the market prices as they are quoted. “The Cash Box Price Lists” sets exactly the same as the market quotation board at the Stock Exchange—positing of the prices today, regardless of how much they may seem to be out of line. Some prices do not change for months. The “Cash Box Price Lists,” rather than show no price, retain the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices may be very widely divergent.

Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, serial, appearance, demand, territory, quantity, and condition of equipment must be taken into consideration. (Some equipment is offered by outstanding firms, having a reputation for shipping completely reconditioned machines, will be offered at higher prices than others, due to the added cost of reconditioning.) “The Cash Box Price Lists” reports each quotation exactly as it is made and depends on the subscriber to make average price adjustments to fit the peculiarities of his territory.

**METHOD:** “The Cash Box Price Lists” should be read as follows: First price listed is lowest price quoted for the week; Second price listed is highest price quoted.

**FOREIGN BUYERS:** To cover cost of packing, crating, shipping, etc., figure an additional $20 to $50 on Pin Games—and $25 to $30 on Phonographs.

### C O D E

<table>
<thead>
<tr>
<th>1. Prices UP</th>
<th>2. Prices DOWN</th>
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<tr>
<td>3. Prices UP and DOWN</td>
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**GEAR OFFERED**

- Many times, buyers purchase machines which are in the very low priced category. Machines are often replaced by higher priced machines in that price range. By comparing higher priced machines to the very low priced category it makes the machines more comparable.

- Other times, machines may be purchased at cost price but often require additional parts or supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will in most cases, result in the price of a $100.00 machine to higher than from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines, some might be higher, but this is due to the fact that many of the parts have to be made by hand or contracted for at a much higher cost, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business. It is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, so that the purchase of machines “as is,” at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.

### LISTED ALPHABETICALLY

#### A M I

<table>
<thead>
<tr>
<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>A-4</td>
<td>46, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>B-4</td>
<td>38, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>C-4</td>
<td>40, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>D-4</td>
<td>50, 40 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>E-4</td>
<td>50, 50 Sel.</td>
<td>45 RPM</td>
</tr>
<tr>
<td>F-4</td>
<td>50, 40 Sel.</td>
<td>45 RPM</td>
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<tr>
<td>G-4</td>
<td>50, 35 Sel.</td>
<td>45 RPM</td>
</tr>
<tr>
<td>H-4</td>
<td>50, 25 Sel.</td>
<td>30 RPM</td>
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<tr>
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<td>Mills Constellation</td>
<td>47 Model</td>
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<tr>
<td>48</td>
<td>Constellation</td>
<td>48 Model</td>
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<tr>
<td>49</td>
<td>Jubilee</td>
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<tr>
<td>50</td>
<td>Constellation</td>
<td>50 Model</td>
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#### ROCK-O-LA

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<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>1422</td>
<td>46, 20 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>1423</td>
<td>46, 16 Sel.</td>
<td>45 RPM</td>
</tr>
<tr>
<td>1424</td>
<td>42, 45 Sel.</td>
<td>45 RPM</td>
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<tr>
<td>1425</td>
<td>42, 45 Sel.</td>
<td>78 RPM</td>
</tr>
<tr>
<td>1426</td>
<td>50, 45 Sel.</td>
<td>45 RPM</td>
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### PINBALL GAMES

- Manufacturers and date of game’s release listed. Code: (B) Bally; (CC) Chicago Coin; (C) Crane; (Ex) Exhibit; (Ge) Genco; (G) Gottlieb; (H) Keeney; (Un) United; (Wm) Williams.

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**IMPORTANT!**

Reports received indicate that, in some cases, purchasers become upset due to the fact that they cannot, many times, buy equipment listed in the lower price brackets. Sometimes sellers of machines listed at from $100.00 to $25.00 ask from $50.00 up to $75.00 and even more for these very same machines. Purchasers of such equipment must realize that the machines in the very low priced category are much too priced at these low figures. To completely recondition such machines, the reconditioner must add onto his price the cost of transportation to the place he is going to recondition it; the labor and supplies needed to recondition the machines, plus the cost of cartons, crates and labor for packing and shipping of the machines, in addition to a decent profit which will in most cases, result in the price of a $100.00 machine to higher than from $50.00 to $75.00 and up. In the case of arcade and kiddie ride machines, some might be higher, but this is due to the fact that many of the parts have to be made by hand or contracted for at a much higher cost, since manufacturers of many of the old arcade machines and kiddie rides are no longer in business. It is impossible to obtain parts for reconditioning. Purchasers of such equipment should take these facts into consideration and, at the same time, should also realize that many buyers today have their own repair and reconditioning departments as well as experienced mechanics, so that buyers will purchase machines “as is,” at prices quoted by the trade at large, and recondition the machines themselves to meet their own operating standards.
Again Chicago Coin Sets The Pace
Introduces NEW POOL GAME ATTRACTION!!!

Clover Pool

3 in 1 game which can be converted to 2 hole or 3 hole or automatic play, at the mere flip of a switch!

...AND LOOK AT THESE OUTSTANDING FEATURES!

Clover Pool features automatic scoring without a backrack!
By playing skillfully, player can increase the score of the Clover Hole by as much as 4000
Hinged Playfield for easy servicing!

Clover Pool features NEW ADVANCE type scoring on All Holes!
Clover Pool is only 8" longer—same width as Champion Pool—size: 3 ft. by 5 ft.
Simple trouble-free mechanism!

Available With "Automatic" Playboard Adjusters!

CHOOSE FROM THIS COMPLETE LINE OF POOL GAMES!

**Hooligan Pool**
Combines the top features of automatic Pool Plus the scientific and most interesting playing features of 4 sided pool games...

**Champion Pool**
Available in 2 or 3 Hole Models With The Exciting Type Ball Drop Mechanism! Now... Simple... Positive... Pool-Proof!

**Jumbo Pool**
New Larger Plastic Bumpers!
2 or 3 Hole Models With or Without Lighted Bumpers! 18 inches longer than regular size (70" x 36")

**Champion Special No. 35**
End holes are located 4 inches closer to center! Choice of 2 or 3 hole models: 3 or 4 sided play!

1725 West Diversey Blvd., Chicago 14, Ill.
DON'T MISS RCA VICTOR'S
"JUKE BOX BABY" CONTEST

YOUR CHANCE TO WIN A
FABULOUS WURLITZER 1900
AMERICA'S TOP PHONOGRAPH

Perry Como's "Juke Box Baby"/"Hot Diggity"—RCA Victor 47-6427—should soon reach the million mark. In appreciation, RCA Victor is offering you a chance to win a wonderful Wurlitzer 1900 if the photograph of your "juke box baby" strikes the fancy of the judges.

HOW TO ENTER
Just submit a photo of your own "Juke Box Baby," whether it be a cute kid, or a kid dressed in a cute costume, or posed in a cute way.

RULES
Submit entries (photographs only) to RCA Victor Records, 155 East 24th St., New York 10, N. Y. All entries become the property of RCA Victor Records. Decision of judges is final. Contest open only to juke box operators, their service personnel including mechanics, and one-stop operators and their sales and counter personnel. All entries must be postmarked no later than March 26, 1956.

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

"It's What's in THE CASH BOX That Counts"
United’s CARAVAN features MORE WAYS TO SCORE

ROTO FEATURE
8-IN-1 CARD COMBINATION
PLAYER CAN MOVE NUMBERS CLOCKWISE WITH EXTRA COINS

12 ADDITIONAL WAYS TO SCORE
3-IN-LINE SCORES

4 ADDITIONAL WAYS TO SCORE
4-IN-LINE SCORES

DOUBLE-SCORING DIAGONAL FEATURE
FIRST COIN LITES LARGE CARD
SECOND COIN LITES DIAGONALS
WITH DIAGONAL PANEL LIT
PLAYER CAN OBTAIN REGULAR CARD SCORES PLUS DIAGONAL SCORES

3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE
8 BALLS NEXT GAME
ADVANCING SCORES
NUMBER SELECTION
SPELL NAME
PENNANT FEATURE
4 CORNERS SCORE 5-IN-LINE
EXTRA BALLS

NOW AT YOUR DISTRIBUTOR
6-PLAYER SHUFFLE-ALLEY BOWLING GAMES
JUMBO CLUB POOL
HI-SCORE POOL

See Your Distributor

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

UNITED OPERATORS ARE SUCCESSFUL OPERATORS
A Bally Game for Every Location

Pin-Pool
Equipped with
New 4-Point Push-Pull Anti-Warp

All models quickly
Convertible
2 or 3 Pockets

Standard
52 in. by 36 in.
Without lights, priced for blanket coverage of all types of locations.

Light-up bumpers for locations that demand extra flash.

Senior
68 in. by 36 in.
With or without light-up bumpers.

Magic Squares

Cross Words

New puzzle-scores
Players light 3-letter words, 4-letter words
Earns up to 4 coins per game
Each coin gives player additional puzzle

Skill score-booster
Scores advanced by shooting balls in Star-holes

FEATURING SENSATIONAL

Double Scores
Triple Scores

Plus many more profit-proved features. Get your full share of the BROADWAY bonanza. Get Bally BROADWAY on location today.

Bally Manufacturing Company
2640 Belmont Avenue, Chicago 18, Illinois